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(12) **United States Patent**
Howard et al.

(10) **Patent No.: US 9,448,718 B2**
(45) **Date of Patent: Sep. 20, 2016**

(54) **METHOD, SYSTEM, AND COMPUTER-READABLE MEDIUM FOR PRESENTING USER INTERFACE FOR COMPARISON OF MARKETPLACE LISTINGS**

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(73) Assignee: **eBay Inc.**, San Jose, CA (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 240 days.

(21) Appl. No.: **13/705,427**

(22) Filed: **Dec. 5, 2012**

(65) **Prior Publication Data**

US 2013/0311335 A1 Nov. 21, 2013

Related U.S. Application Data

(60) Provisional application No. 61/649,158, filed on May 18, 2012.

(51) **Int. Cl.**
G06F 3/0488 (2013.01)
G06Q 30/06 (2012.01)
(Continued)

(52) **U.S. Cl.**
CPC ***G06F 3/04883*** (2013.01); ***G06F 3/017*** (2013.01); ***G06F 3/04817*** (2013.01); ***G06F 3/04847*** (2013.01); ***G06Q 30/0629*** (2013.01); *G06F 3/0481* (2013.01); *G06F 17/3089* (2013.01)

(58) **Field of Classification Search**
CPC G06Q 30/06
USPC 705/26.1–27.2
See application file for complete search history.

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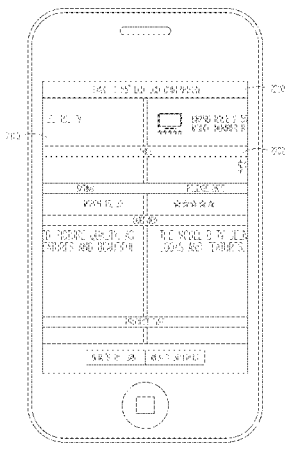
Primary Examiner — Jeffrey A Smith
Assistant Examiner — Jennifer Lee
(74) *Attorney, Agent, or Firm* — Schwegman, Lundberg & Woessner, P.A.

(57) **ABSTRACT**

After marketplace listings are returned via a search, an indication of two or more of the marketplace results to pin and compare is received. A travel cost for any pinned local marketplace result to compare is calculated by determining a travel distance between the electronic device and the location in the pinned local marketplace result to compare and estimating a cost associated with traveling the travel distance. A true purchase price is calculated for each pinned local marketplace result to compare by adding the price for the product, the sales tax, and the travel cost. A true purchase price for each pinned online marketplace result to compare by adding the price for the product, the sales tax, and the shipping cost, these true purchase prices are then displayed side-by-side in the user interface.

14 Claims, 34 Drawing Sheets



(51) **Int. Cl.**

G06F 3/01	(2006.01)
G06F 3/0484	(2013.01)
G06F 3/0481	(2013.01)
G06F 17/30	(2006.01)

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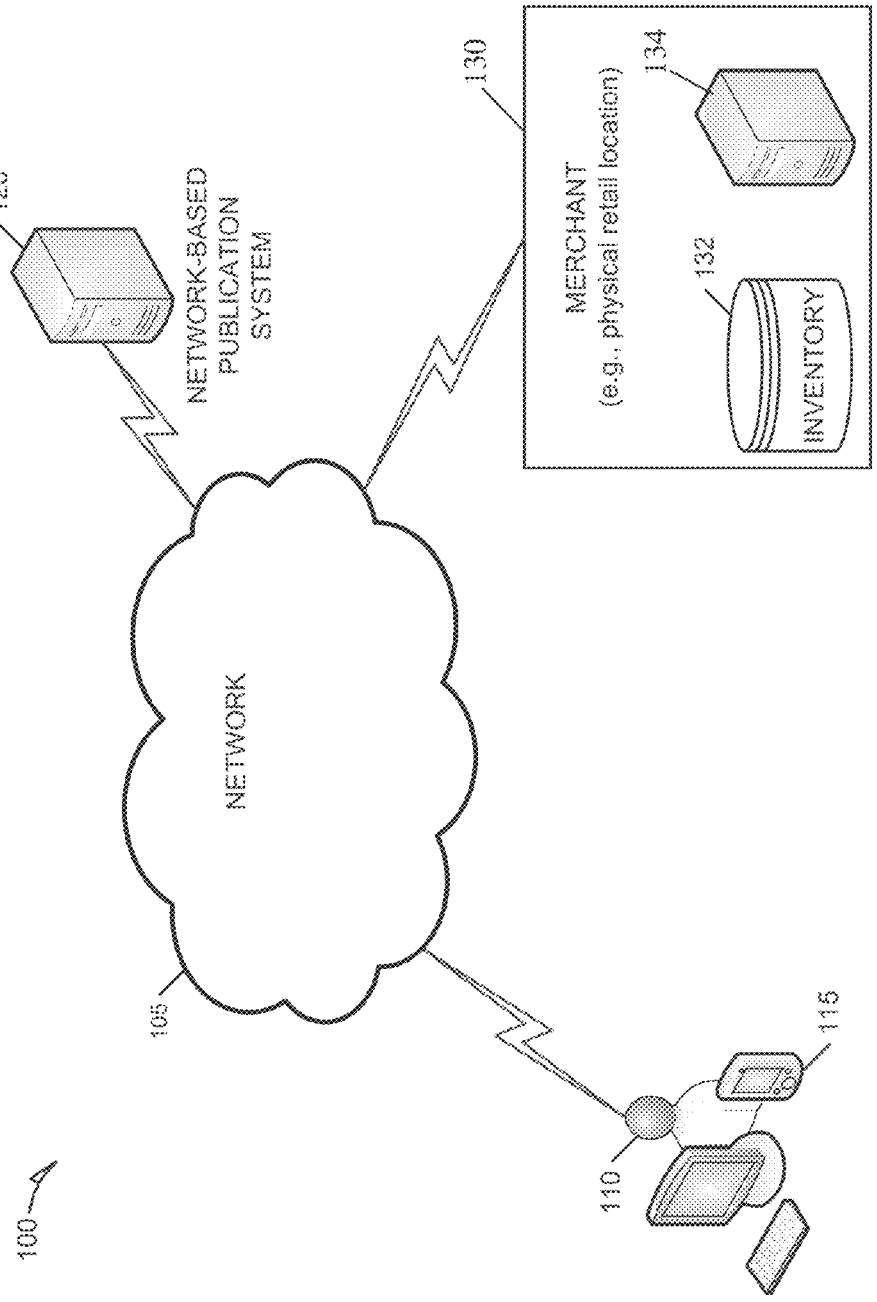

100
110
115
105
NETWORK
120
NETWORK-BASED PUBLICATION SYSTEM
130
MERCHANT
(e.g., physical retail location)
132
INVENTORY
134

FIG. 1

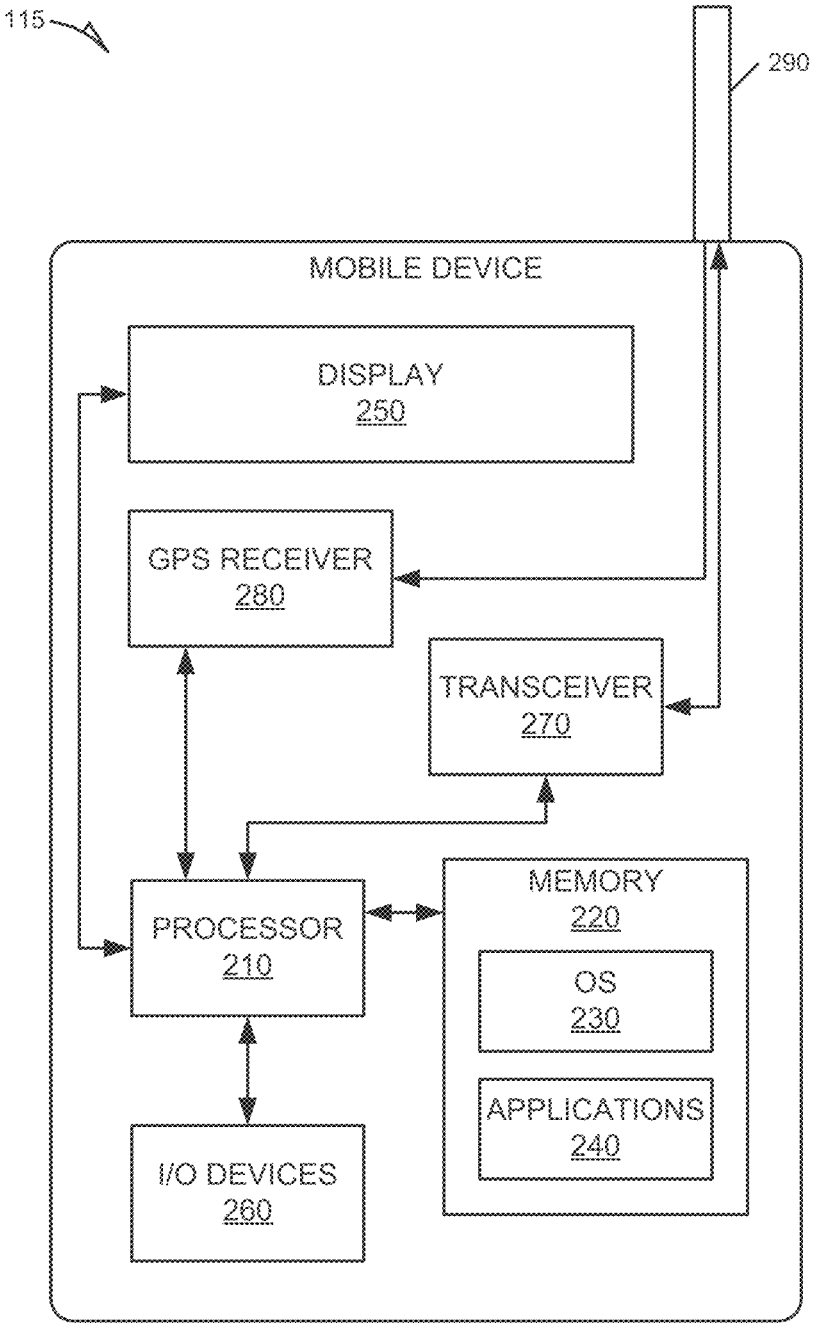

115
290
MOBILE DEVICE
DISPLAY
250
GPS RECEIVER
280
TRANSCEIVER
270
PROCESSOR
210
MEMORY
220
OS
230
APPLICATIONS
240
I/O DEVICES
260

FIG. 2

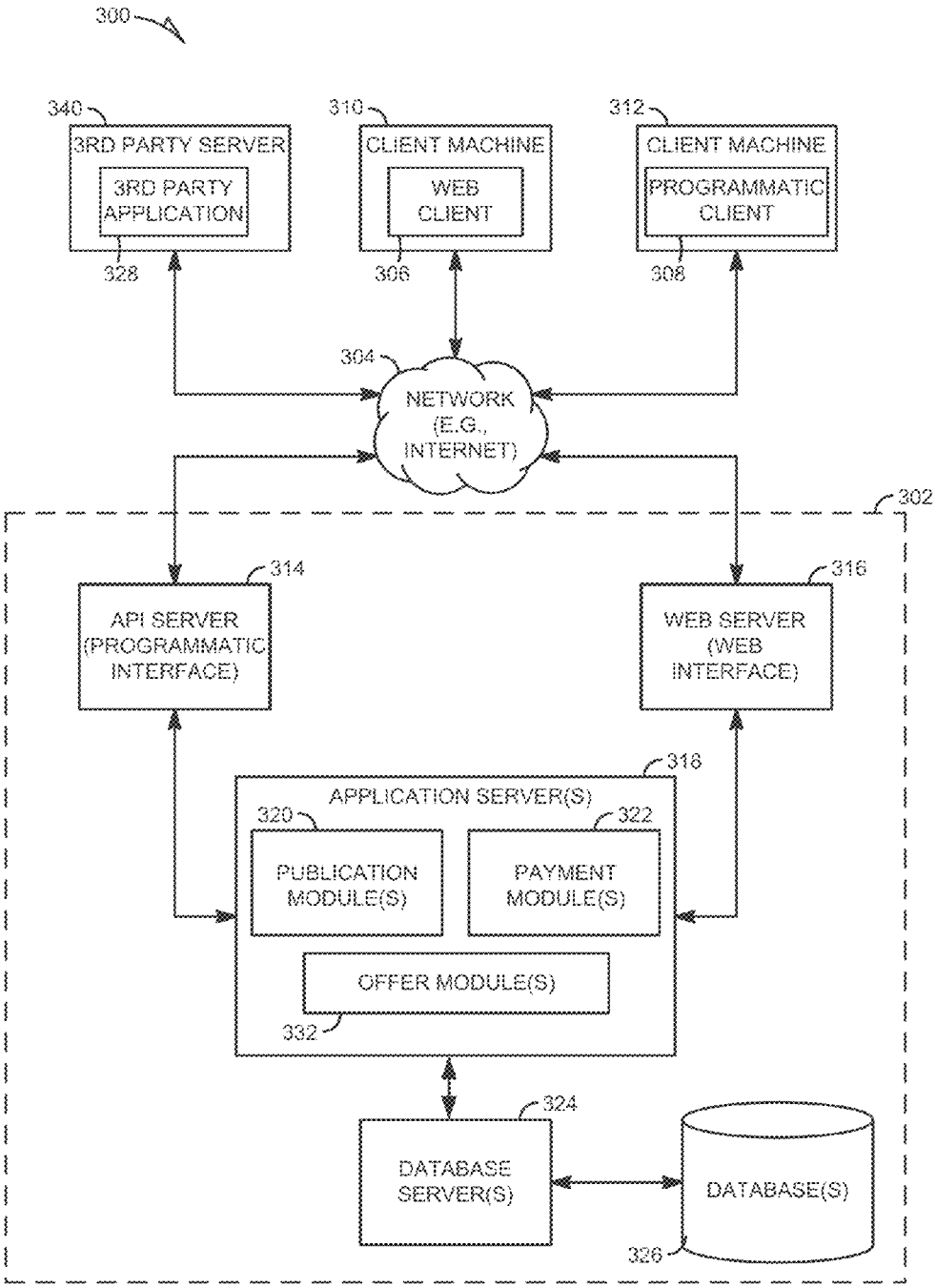
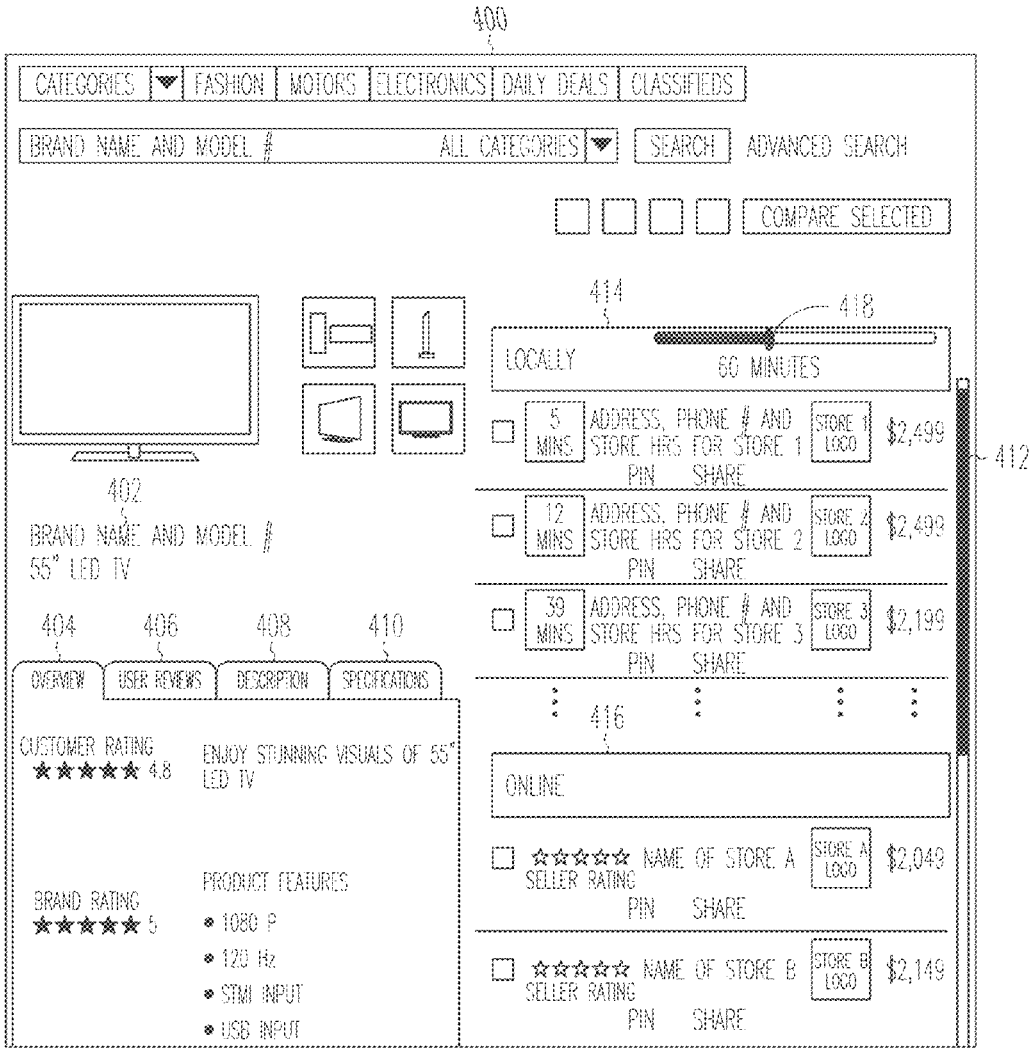

300
340
3RD PARTY SERVER
3RD PARTY APPLICATION
328
310
CLIENT MACHINE
WEB CLIENT
306
312
CLIENT MACHINE
PROGRAMMATIC CLIENT
308
304
NETWORK (E.G., INTERNET)
302
314
API SERVER (PROGRAMMATIC INTERFACE)
316
WEB SERVER (WEB INTERFACE)
318
APPLICATION SERVER(S)
320
PUBLICATION MODULE(S)
322
PAYMENT MODULE(S)
OFFER MODULE(S)
332
324
DATABASE SERVER(S)
DATABASE(S)
326

FIG. 3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MOTORS
ELECTRONICS
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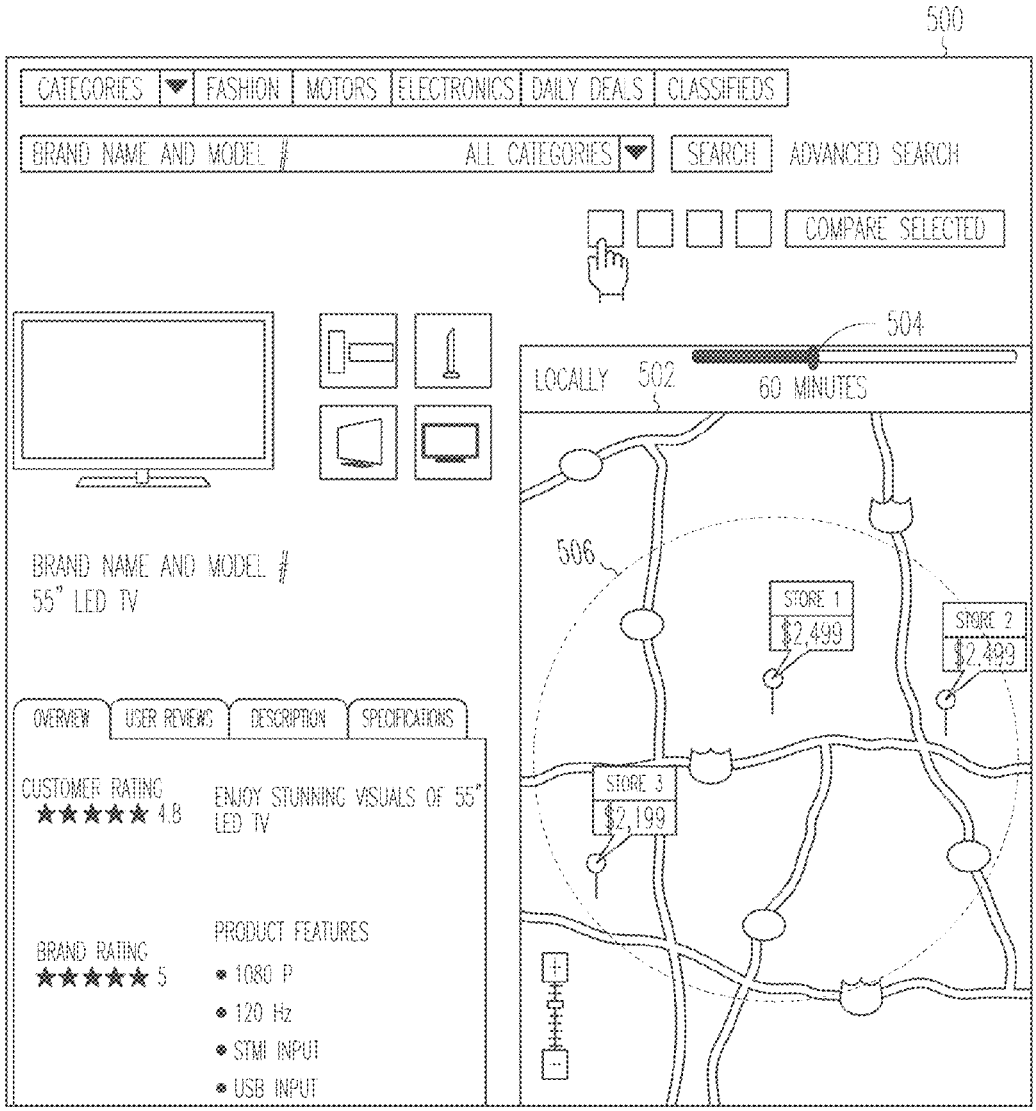
COMPARE SELECTED
414
418
LOCALLY
60 MINUTES
5 MINS
ADDRESS, PHONE # AND STORE HRS FOR STORE 1
STORE 1 LOGO
$2,499
PIN
SHARE
412
12 MINS
ADDRESS, PHONE # AND STORE HRS FOR STORE 2
STORE 2 LOGO
$2,499
PIN
SHARE
39 MINS
ADDRESS, PHONE # AND STORE HRS FOR STORE 3
STORE 3 LOGO
$2,199
PIN
SHARE
402
BRAND NAME AND MODEL #
55" LED TV
404
406
408
410
OVERVIEW
USER REVIEWS
DESCRIPTION
SPECIFICATIONS
416
CUSTOMER RATING
4.8
ENJOY STUNNING VISUALS OF 55" LED TV
ONLINE
SELLER RATING
NAME OF STORE A
STORE A LOGO
$2,049
PIN
SHARE
BRAND RATING
5
PRODUCT FEATURES
1080 P
120 Hz
STMI INPUT
USB INPUT
SELLER RATING
NAME OF STORE B
STORE B LOGO
$2,149
PIN
SHARE

FIG. 4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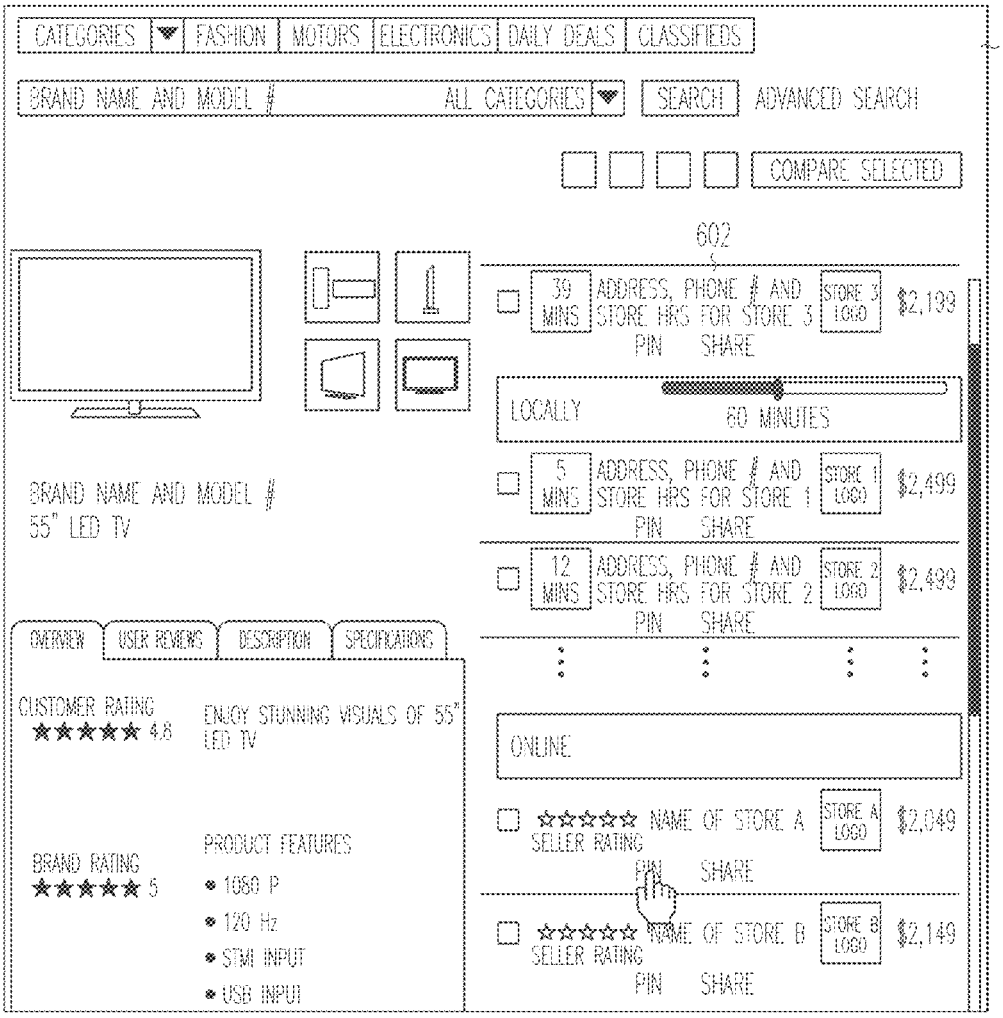
COMPARE SELECTED
504
LOCALLY
502
60 MINUTES
506
STORE 1
$2,499
STORE 2
$2,499
STORE 3
$2,199
BRAND NAME AND MODEL #
55" LED TV
OVERVIEW
USER REVIEWS
DESCRIPTION
SPECIFICATIONS
CUSTOMER RATING
4.8
ENJOY STUNNING VISUALS OF 55" LED TV
BRAND RATING
5
PRODUCT FEATURES
1080 P
120 Hz
STMI INPUT
USB INPUT

FIG. 5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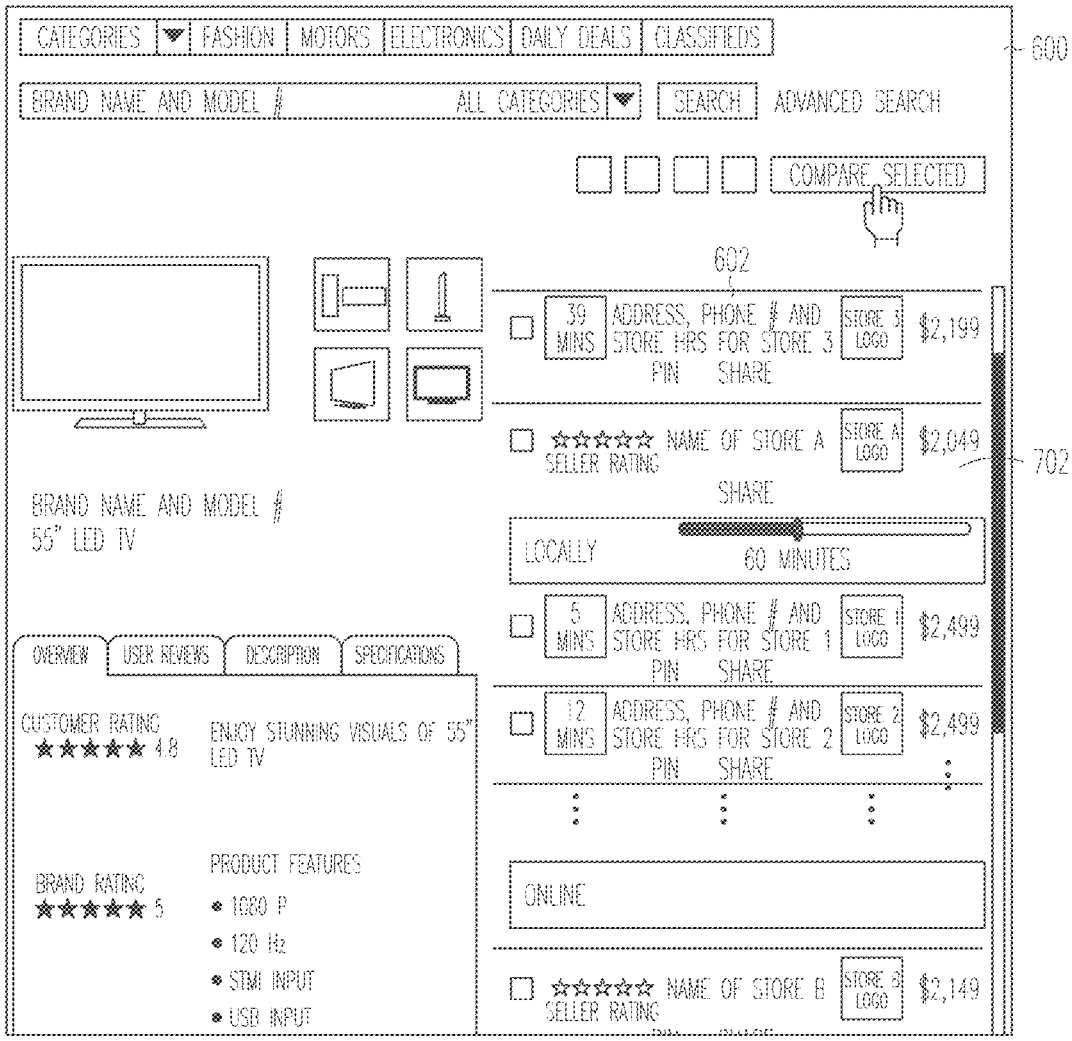
COMPARE SELECTED
602
39 MINS
ADDRESS, PHONE # AND STORE HRS FOR STORE 3
STORE 3 LOGO
$2,199
PIN
SHARE
LOCALLY
60 MINUTES
5 MINS
ADDRESS, PHONE # AND STORE HRS FOR STORE 1
STORE 1 LOGO
$2,499
PIN
SHARE
12 MINS
ADDRESS, PHONE # AND STORE HRS FOR STORE 2
STORE 2 LOGO
$2,499
PIN
SHARE
BRAND NAME AND MODEL #
55" LED TV
OVERVIEW
USER REVIEWS
DESCRIPTION
SPECIFICATIONS
CUSTOMER RATING
4.6
ENJOY STUNNING VISUALS OF 55" LED TV
ONLINE
SELLER RATING
NAME OF STORE A
STORE A LOGO
$2,049
PIN
SHARE
BRAND RATING
5
PRODUCT FEATURES
1080 P
120 Hz
STMI INPUT
USB INPUT
SELLER RATING
NAME OF STORE B
STORE B LOGO
$2,149
PIN
SHARE

FIG. 6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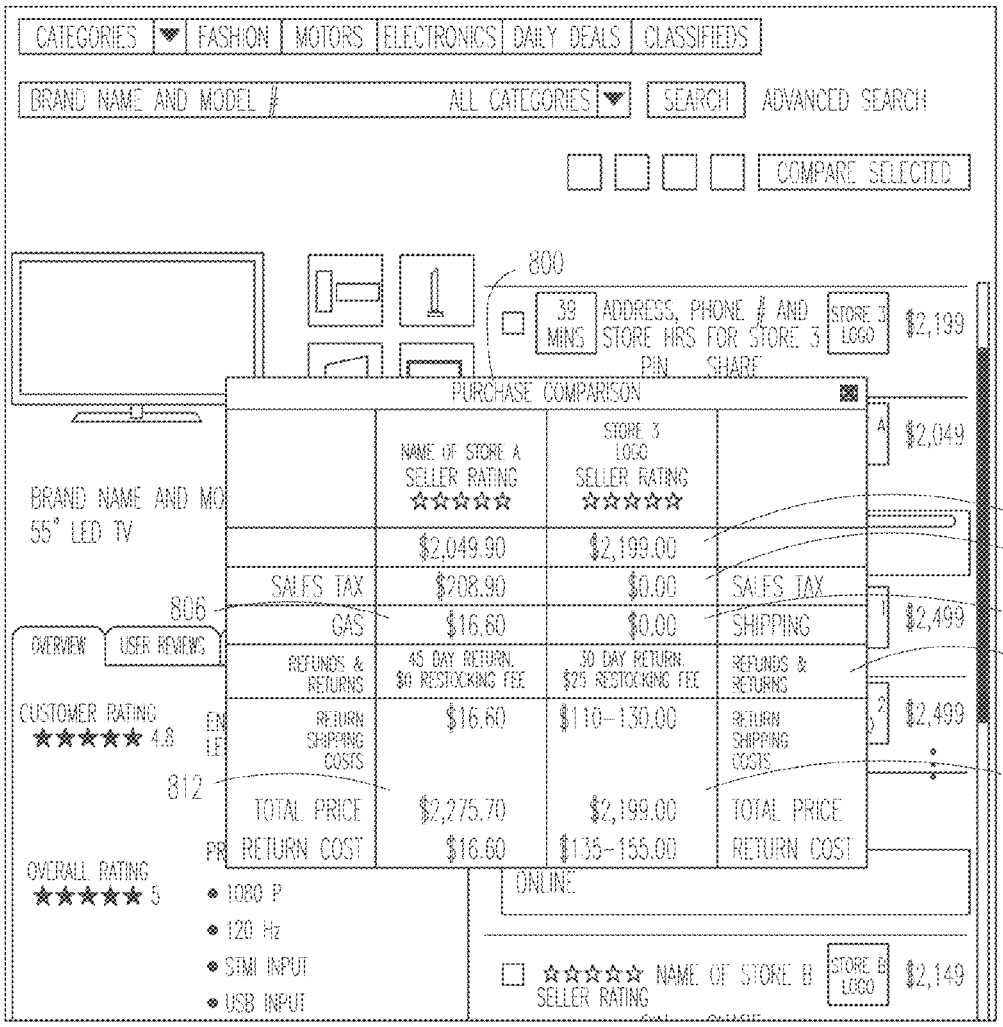
ADVANCED SEARCH
COMPARE SELECTED
602
39 MINS
ADDRESS, PHONE # AND STORE HRS FOR STORE 3
PIN
SHARE
STORE 3 LOGO
$2,199
NAME OF STORE A
SELLER RATING
STORE A LOGO
$2,049
702
SHARE
BRAND NAME AND MODEL #
55" LED TV
LOCALLY
60 MINUTES
5 MINS
ADDRESS, PHONE # AND STORE HRS FOR STORE 1
PIN
SHARE
STORE 1 LOGO
$2,499
OVERVIEW
USER REVIEWS
DESCRIPTION
SPECIFICATIONS
12 MINS
ADDRESS, PHONE # AND STORE HRS FOR STORE 2
PIN
SHARE
STORE 2 LOGO
$2,499
CUSTOMER RATING
4.8
ENJOY STUNNING VISUALS OF 55" LED TV
PRODUCT FEATURES
BRAND RATING
5
1080 P
120 Hz
STMI INPUT
USB INPUT
ONLINE
NAME OF STORE B
SELLER RATING
STORE B LOGO
$2,149

FIG. 7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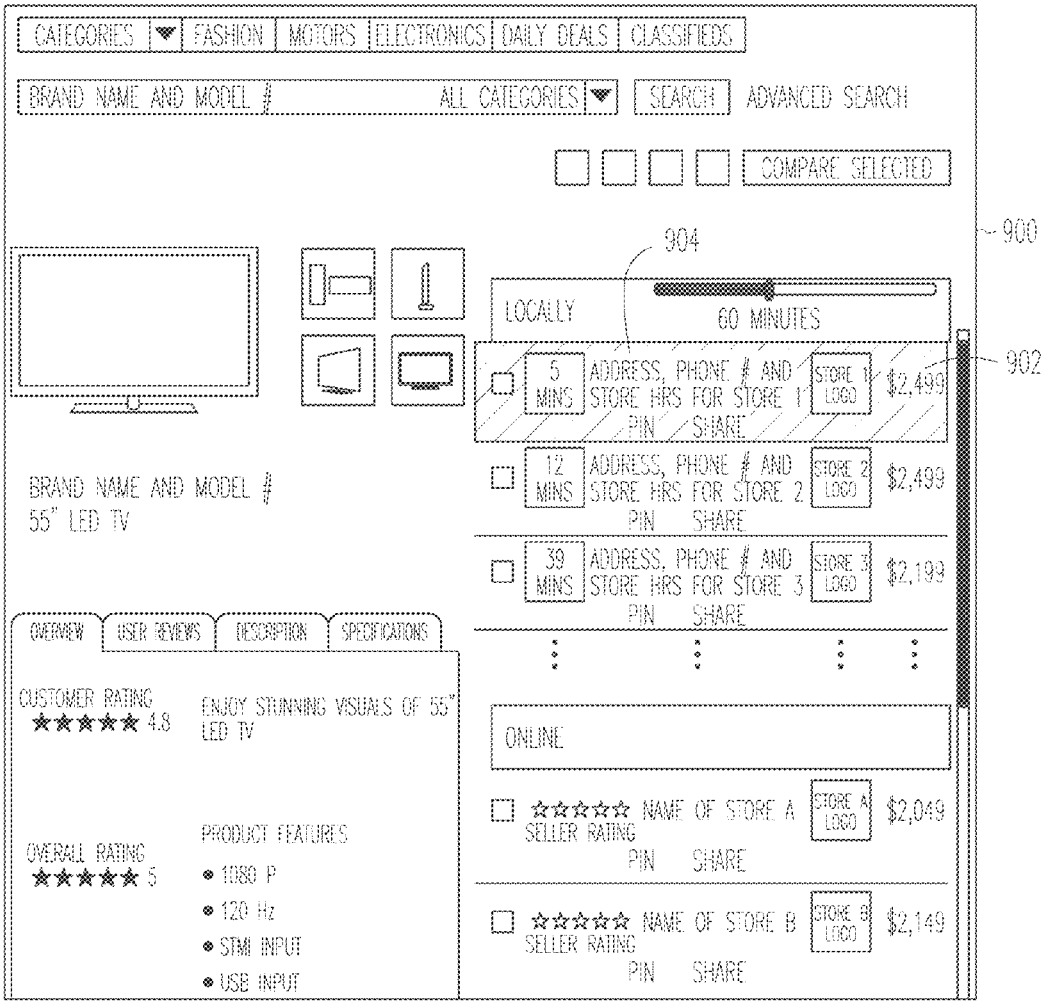
MOTORS
ELECTRONICS
DAILY DEALS
CLASSIFIEDS
BRAND NAME AND MODEL #
ALL CATEGORIES
SEARCH
ADVANCED SEARCH
COMPARE SELECTED
800
39 MINS
ADDRESS, PHONE # AND STORE HRS FOR STORE 3
PIN
SHARE
STORE 3 LOGO
$2,199
$2,049
$2,499
$2,499
PURCHASE COMPARISON
NAME OF STORE A SELLER RATING
STORE 3 LOGO SELLER RATING
802
804
806
808
810
812
814
$2,049.90
$2,199.00
SALES TAX
$208.90
$0.00
SALES TAX
GAS
$16.60
$0.00
SHIPPING
REFUNDS & RETURNS
45 DAY RETURN. $0 RESTOCKING FEE
30 DAY RETURN. $25 RESTOCKING FEE
REFUNDS & RETURNS
RETURN SHIPPING COSTS
$16.60
$110-130.00
RETURN SHIPPING COSTS
TOTAL PRICE
$2,275.70
$2,199.00
TOTAL PRICE
RETURN COST
$16.60
$135-155.00
RETURN COST
BRAND NAME AND MO
55" LED TV
OVERVIEW
USER REVIEWS
CUSTOMER RATING
4.8
OVERALL RATING
5
1080 P
120 Hz
STMI INPUT
USB INPUT
ONLINE
NAME OF STORE B
SELLER RATING
STORE B LOGO
$2,149

FIG. 8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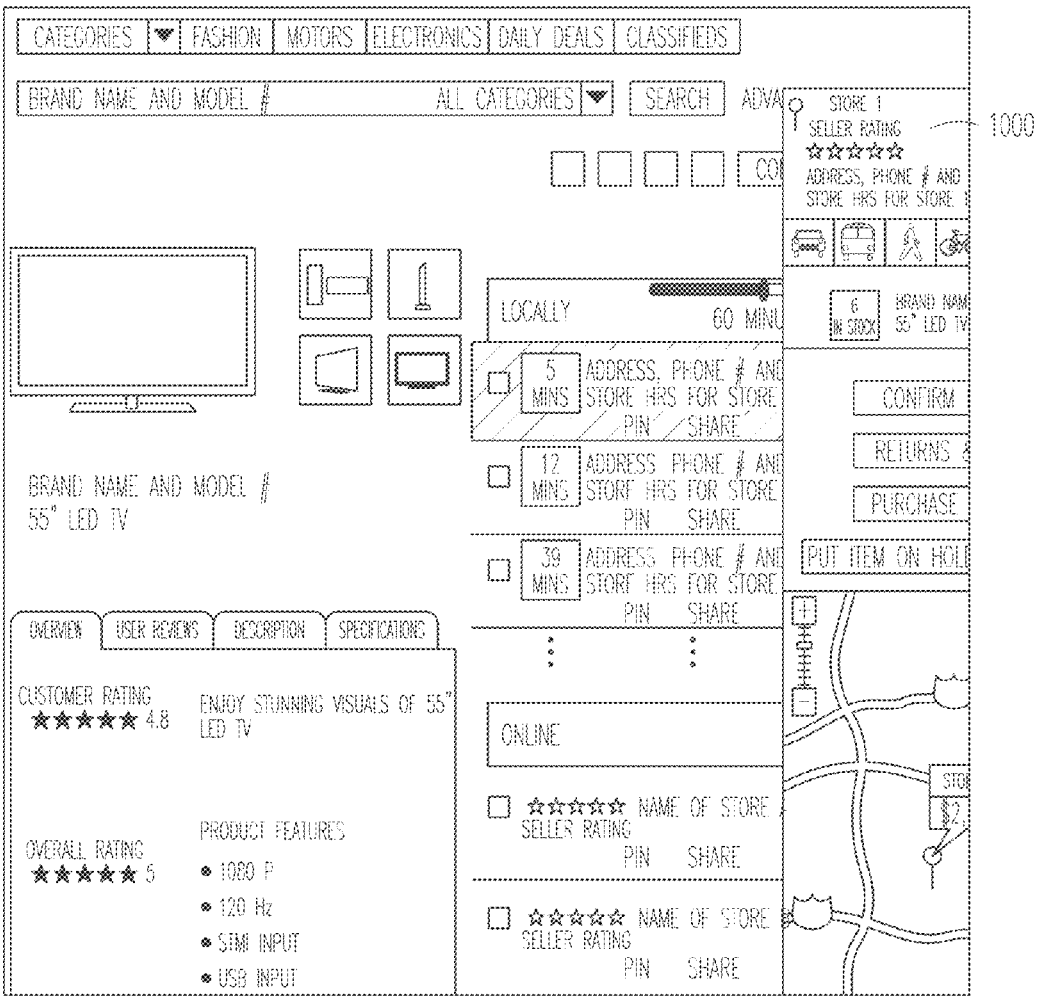
ELECTRONICS
DAILY DEALS
CLASSIFIEDS
BRAND NAME AND MODEL #
ALL CATEGORIES
SEARCH
ADVANCED SEARCH
COMPARE SELECTED
900
904
902
LOCALLY
60 MINUTES
5 MINS
ADDRESS, PHONE # AND STORE HRS FOR STORE 1
STORE 1 LOGO
$2,499
PIN
SHARE
12 MINS
ADDRESS, PHONE # AND STORE HRS FOR STORE 2
STORE 2 LOGO
$2,499
39 MINS
ADDRESS, PHONE # AND STORE HRS FOR STORE 3
STORE 3 LOGO
$2,199
BRAND NAME AND MODEL #
55" LED TV
OVERVIEW
USER REVIEWS
DESCRIPTION
SPECIFICATIONS
CUSTOMER RATING
4.8
ENJOY STUNNING VISUALS OF 55" LED TV
ONLINE
NAME OF STORE A
SELLER RATING
STORE A LOGO
$2,049
OVERALL RATING
5
PRODUCT FEATURES
1080 P
120 Hz
STMI INPUT
USB INPUT
NAME OF STORE B
SELLER RATING
STORE B LOGO
$2,149

FIG. 9


CATEGORIES
FASHION
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DAILY DEALS
CLASSIFIEDS
BRAND NAME AND MODEL #
ALL CATEGORIES
SEARCH
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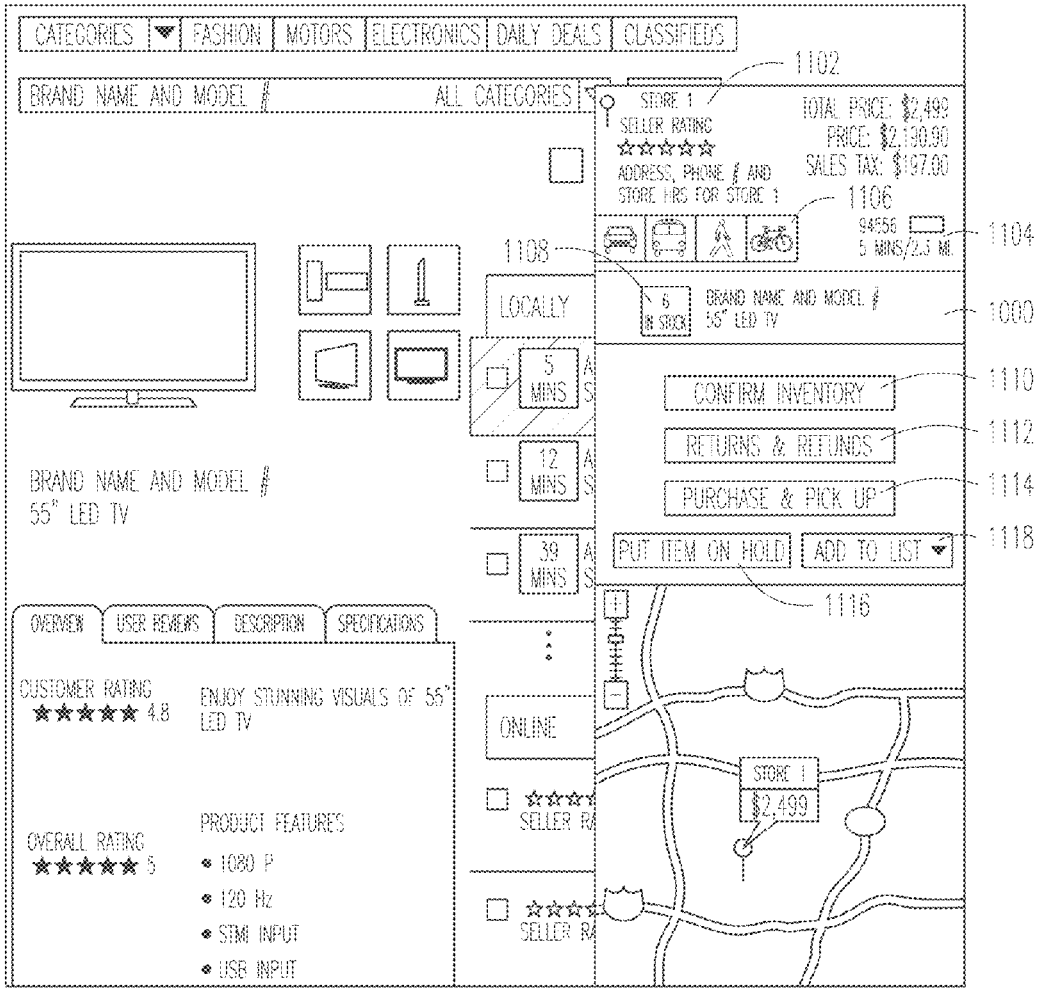
SELLER RATING
ADDRESS, PHONE # AND
STORE HRS FOR STORE 1
1000
LOCALLY
60 MINU
5 MINS
ADDRESS, PHONE # AND
STORE HRS FOR STORE
PIN
SHARE
12 MINS
ADDRESS PHONE # AND
STORE HRS FOR STORE
PIN
SHARE
39 MINS
ADDRESS PHONE # AND
STORE HRS FOR STORE
PIN
SHARE
CONFIRM
RETURNS
PURCHASE
PUT ITEM ON HOLD
BRAND NAME AND MODEL #
55" LED TV
OVERVIEW
USER REVIEWS
DESCRIPTION
SPECIFICATIONS
CUSTOMER RATING
4.8
ENJOY STUNNING VISUALS OF 55" LED TV
OVERALL RATING
5
PRODUCT FEATURES
1080 P
120 Hz
SIMI INPUT
USB INPUT
ONLINE
NAME OF STORE
SELLER RATING
PIN
SHARE
NAME OF STORE
SELLER RATING
PIN
SHARE

FIG. 10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MOTORS
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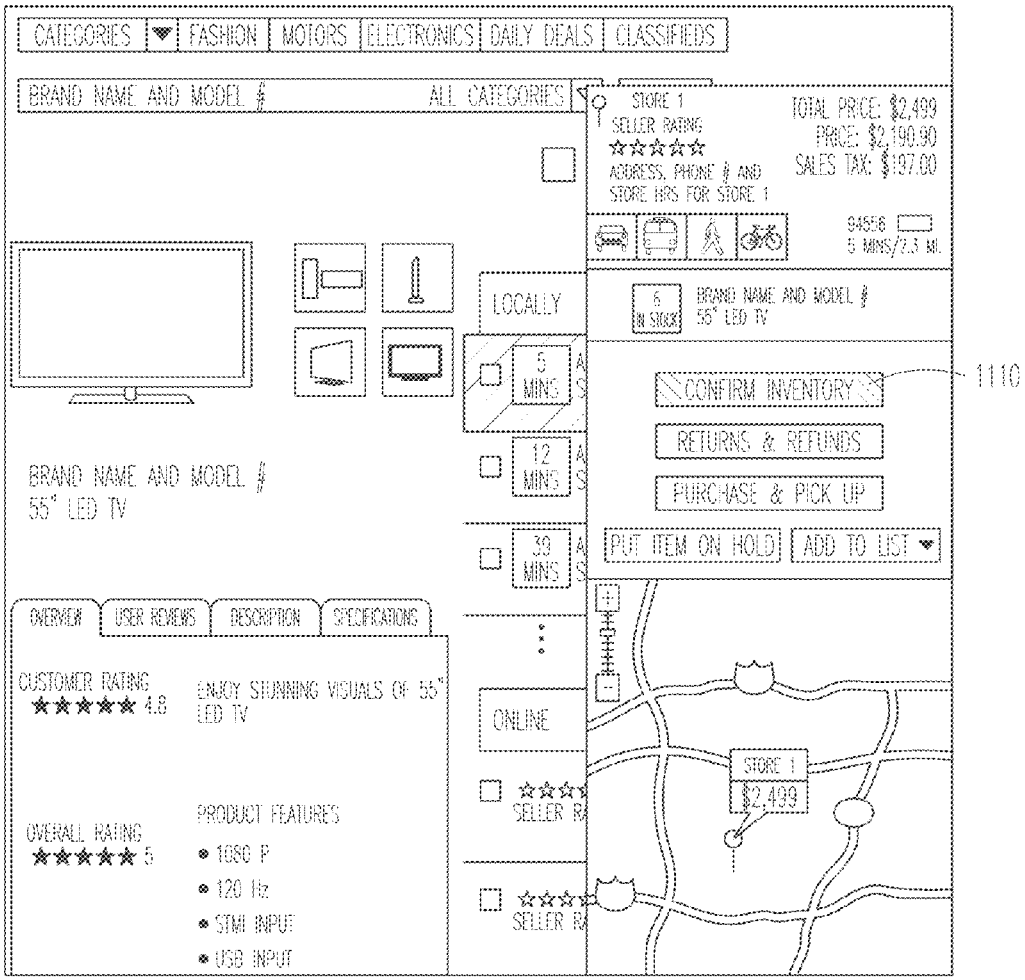
DAILY DEALS
CLASSIFIEDS
BRAND NAME AND MODEL #
ALL CATEGORIES
1102
STORE 1
SELLER RATING
ADDRESS, PHONE # AND STORE HRS FOR STORE 1
TOTAL PRICE: $2,499
PRICE: $2,190.90
SALES TAX: $197.00
1106
94556
5 MINS/2.3 MI
1104
1108
LOCALLY
5 IN STOCK
BRAND NAME AND MODEL # 55" LED TV
1000
5 MINS
12 MINS
39 MINS
CONFIRM INVENTORY
1110
RETURNS & REFUNDS
1112
PURCHASE & PICK UP
1114
PUT ITEM ON HOLD
ADD TO LIST
1118
1116
BRAND NAME AND MODEL # 55" LED TV
OVERVIEW
USER REVIEWS
DESCRIPTION
SPECIFICATIONS
CUSTOMER RATING
4.8
ENJOY STUNNING VISUALS OF 55" LED TV
OVERALL RATING
5
PRODUCT FEATURES
1080 P
120 Hz
SMI INPUT
USB INPUT
ONLINE
STORE 1
$2,499

FIG. 11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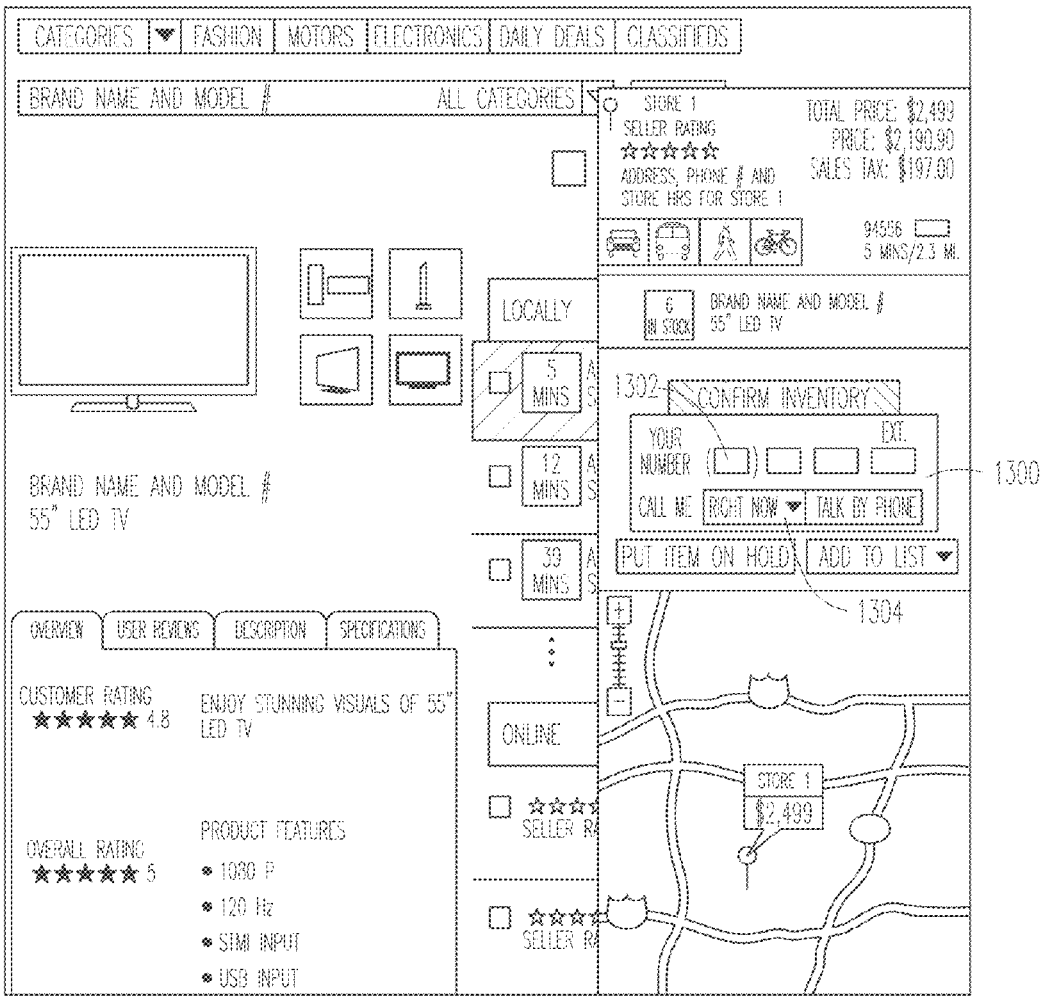
MOTORS
ELECTRONICS
DAILY DEALS
CLASSIFIEDS
BRAND NAME AND MODEL #
ALL CATEGORIES
STORE 1
SELLER RATING
ADDRESS, PHONE # AND STORE HRS FOR STORE 1
TOTAL PRICE: $2,499
PRICE: $2,190.90
SALES TAX: $197.00
94536
5 MINS/2.3 MI.
LOCALLY
5 IN STOCK
BRAND NAME AND MODEL # 55" LED TV
5 MINS
12 MINS
39 MINS
CONFIRM INVENTORY
RETURNS & REFUNDS
PURCHASE & PICK UP
PUT ITEM ON HOLD
ADD TO LIST
1110
BRAND NAME AND MODEL # 55" LED TV
OVERVIEW
USER REVIEWS
DESCRIPTION
SPECIFICATIONS
CUSTOMER RATING
4.8
ENJOY STUNNING VISUALS OF 55" LED TV
OVERALL RATING
5
PRODUCT FEATURES
1080 P
120 Hz
STMI INPUT
USB INPUT
ONLINE
STORE 1
$2,499

FIG. 12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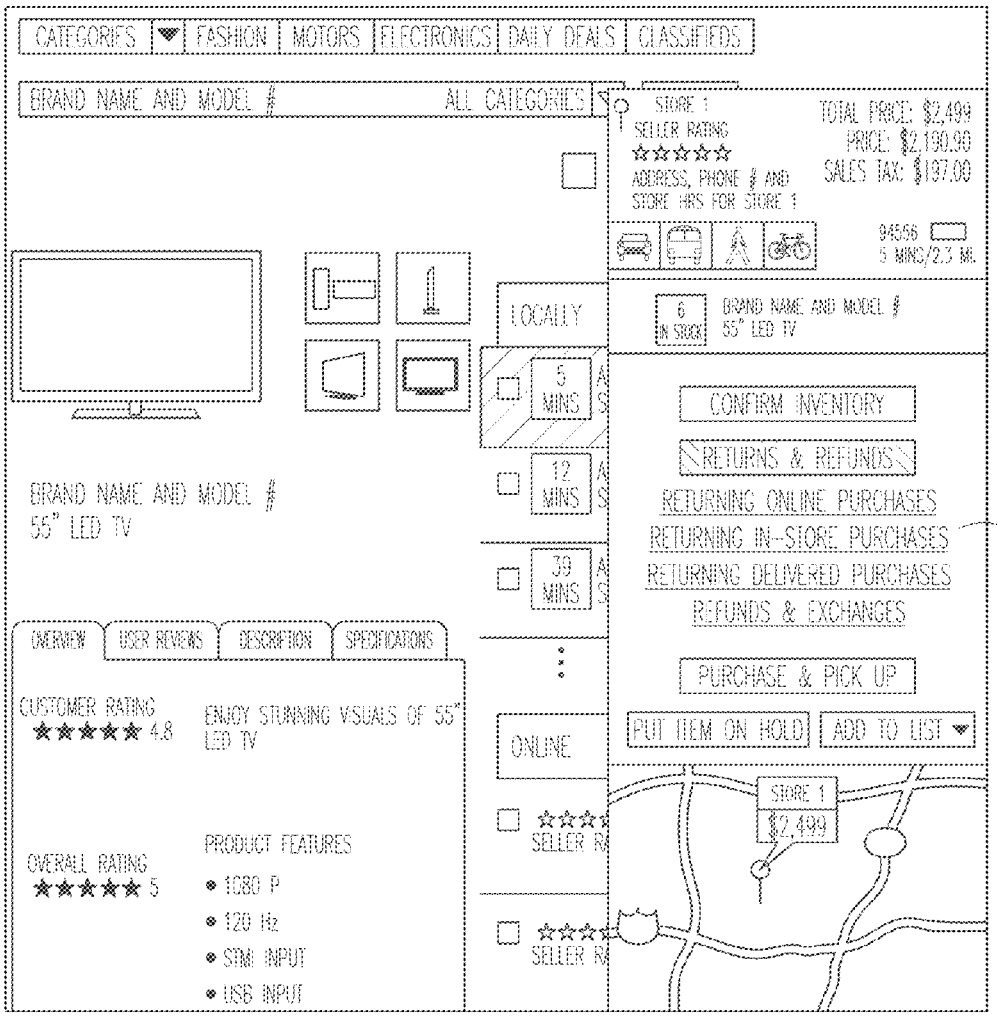
MOTORS
ELECTRONICS
DAILY DEALS
CLASSIFIEDS
BRAND NAME AND MODEL #
ALL CATEGORIES
STORE 1
SELLER RATING
ADDRESS, PHONE # AND STORE HRS FOR STORE 1
TOTAL PRICE: $2,499
PRICE: $2,190.90
SALES TAX: $197.00
94558
5 MINS/2.5 MI.
LOCALLY
6 IN STOCK
BRAND NAME AND MODEL # 55" LED TV
5 MINS
12 MINS
39 MINS
1302
CONFIRM INVENTORY
YOUR NUMBER
EXT.
CALL ME
RIGHT NOW
TALK BY PHONE
PUT ITEM ON HOLD
ADD TO LIST
1300
1304
BRAND NAME AND MODEL # 55" LED TV
OVERVIEW
USER REVIEWS
DESCRIPTION
SPECIFICATIONS
CUSTOMER RATING
4.8
ENJOY STUNNING VISUALS OF 55" LED TV
OVERALL RATING
5
PRODUCT FEATURES
1080 P
120 Hz
SIMI INPUT
USB INPUT
ONLINE
STORE 1
$2,499

FIG. 13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BRAND NAME AND MODEL #
ALL CATEGORIES
STORE 1
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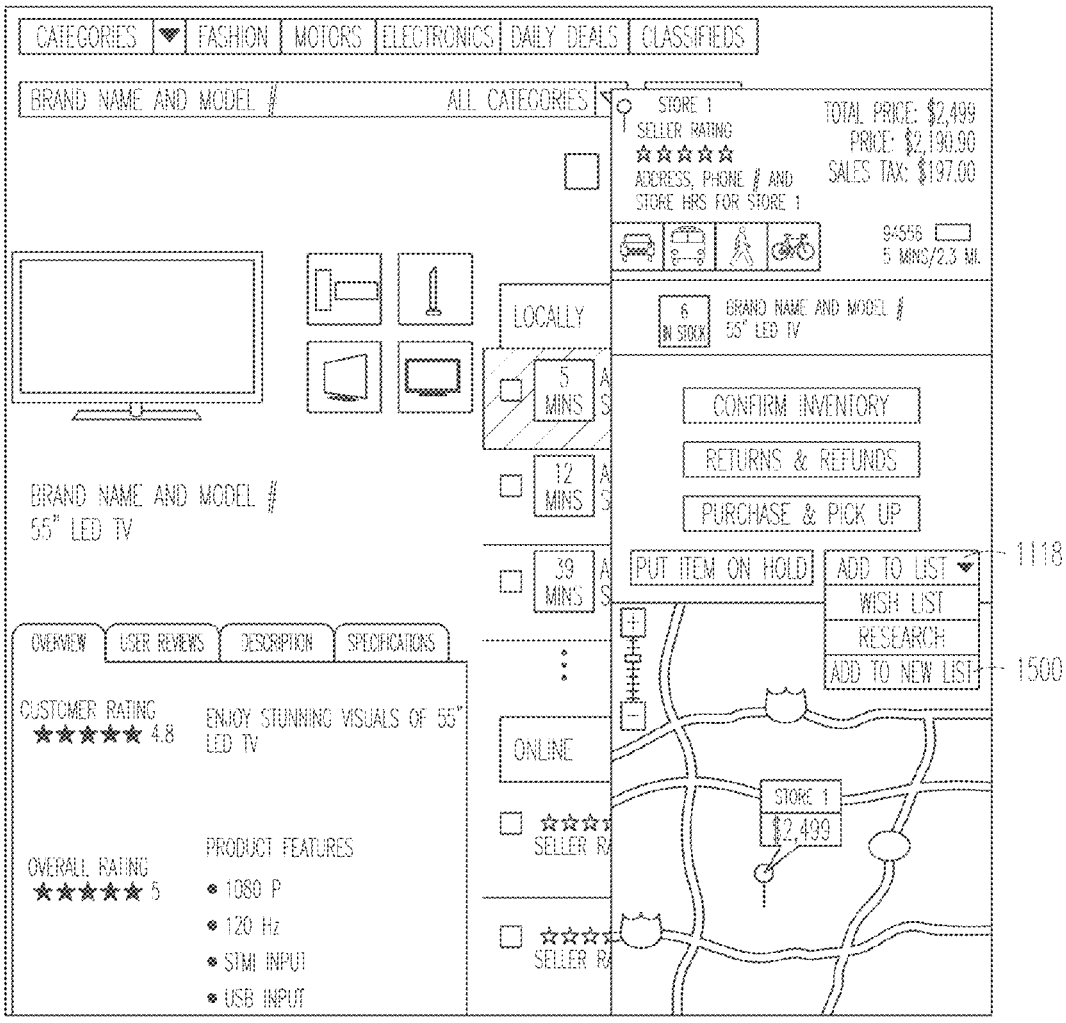
ADDRESS, PHONE # AND STORE HRS FOR STORE 1
TOTAL PRICE: $2,499
PRICE: $2,190.90
SALES TAX: $197.00
9455
5 MINS/2.3 MI
LOCALLY
6 IN STOCK
BRAND NAME AND MODEL # 55" LED TV
5 MINS
12 MINS
39 MINS
CONFIRM INVENTORY
RETURNS & REFUNDS
RETURNING ONLINE PURCHASES
RETURNING IN-STORE PURCHASES
RETURNING DELIVERED PURCHASES
REFUNDS & EXCHANGES
1400
BRAND NAME AND MODEL # 55" LED TV
OVERVIEW
USER REVIEWS
DESCRIPTION
SPECIFICATIONS
CUSTOMER RATING 4.8
ENJOY STUNNING VISUALS OF 55" LED TV
PURCHASE & PICK UP
PUT ITEM ON HOLD
ADD TO LIST
ONLINE
OVERALL RATING 5
PRODUCT FEATURES
1080 P
120 Hz
STMI INPUT
USB INPUT
STORE 1
$2,499

FIG. 14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ALL CATEGORIES
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SELLER RATING
ADDRESS, PHONE # AND STORE HRS FOR STORE 1
TOTAL PRICE: $2,499
PRICE: $2,190.90
SALES TAX: $197.00
94556
5 MINS/2.3 MI
LOCALLY
5 MINS
12 MINS
39 MINS
ONLINE
6 IN STOCK
BRAND NAME AND MODEL # 55" LED TV
CONFIRM INVENTORY
RETURNS & REFUNDS
PURCHASE & PICK UP
PUT ITEM ON HOLD
ADD TO LIST
WISH LIST
RESEARCH
ADD TO NEW LIST
1118
1500
BRAND NAME AND MODEL # 55" LED TV
OVERVIEW
USER REVIEWS
DESCRIPTION
SPECIFICATIONS
CUSTOMER RATING
4.8
ENJOY STUNNING VISUALS OF 55" LED TV
OVERALL RATING
5
PRODUCT FEATURES
1080 P
120 Hz
STMI INPUT
USB INPUT
STORE 1
$2,499

FIG. 15

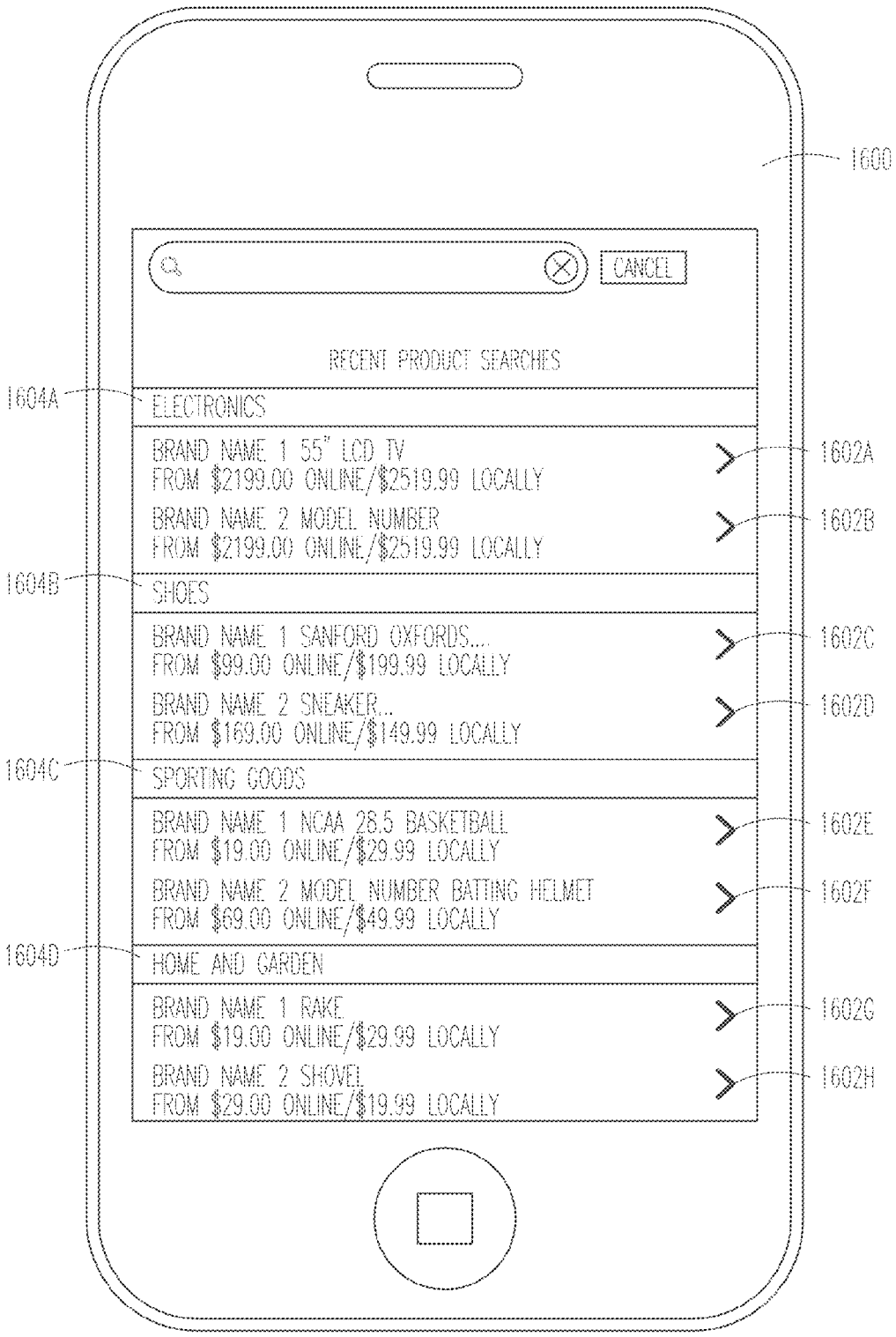
1600
CANCEL
RECENT PRODUCT SEARCHES
1604A
ELECTRONICS
BRAND NAME 1 55" LCD TV
FROM $2199.00 ONLINE/$2519.99 LOCALLY
1602A
BRAND NAME 2 MODEL NUMBER
FROM $2199.00 ONLINE/$2519.99 LOCALLY
1602B
1604B
SHOES
BRAND NAME 1 SANFORD OXFORDS...
FROM $99.00 ONLINE/$199.99 LOCALLY
1602C
BRAND NAME 2 SNEAKER...
FROM $169.00 ONLINE/$149.99 LOCALLY
1602D
1604C
SPORTING GOODS
BRAND NAME 1 NCAA 28.5 BASKETBALL
FROM $19.00 ONLINE/$29.99 LOCALLY
1602E
BRAND NAME 2 MODEL NUMBER BATTING HELMET
FROM $69.00 ONLINE/$49.99 LOCALLY
1602F
1604D
HOME AND GARDEN
BRAND NAME 1 RAKE
FROM $19.00 ONLINE/$29.99 LOCALLY
1602G
BRAND NAME 2 SHOVEL
FROM $29.00 ONLINE/$19.99 LOCALLY
1602H

FIG. 16

CANCEL
RECENT PRODUCT SEARCHES
ELECTRONICS
BRAND NAME 1 55" LCD TV
FROM $2199.00 ONLINE/$2519.99 LOCALLY
BRAND NAME 2 MODEL NUMBER
FROM $2199.00 ONLINE/$2519.99 LOCALLY
SHOES
BRAND NAME 1 SANFORD OXFORDS...
FROM $99.00 ONLINE/$199.99 LOCALLY
BRAND NAME 2 SNEAKER...
FROM $169.00 ONLINE/$149.99 LOCALLY
SPORTING GOODS
BRAND NAME 1 NCAA 28.5 BASKETBALL
FROM $19.00 ONLINE/$29.99 LOCALLY
BRAND NAME 2 MODEL NUMBER BATTING HELMET
FROM $69.00 ONLINE/$49.99 LOCALLY
HOME AND GARDEN
BRAND NAME 1 RAKE
FROM $19.00 ONLINE/$29.99 LOCALLY
BRAND NAME 2 SHOVEL
FROM $29.00 ONLINE/$19.99 LOCALLY
1700

FIG. 17

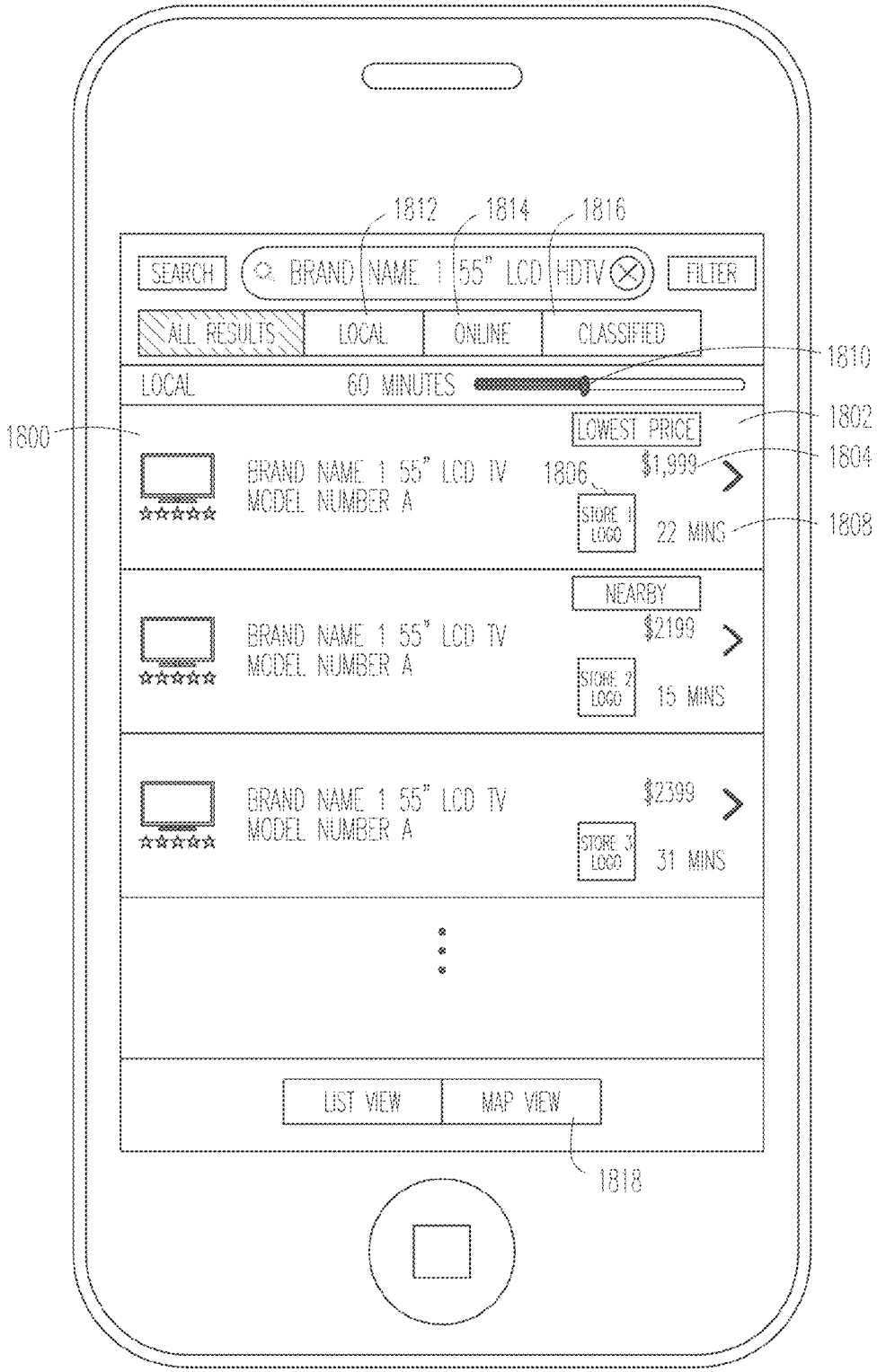
1812
1814
1816
SEARCH
BRAND NAME 1 55" LCD HDTV
FILTER
ALL RESULTS
LOCAL
ONLINE
CLASSIFIED
1810
LOCAL
60 MINUTES
1800
LOWEST PRICE
1802
BRAND NAME 1 55" LCD TV
MODEL NUMBER A
1806
$1,999
1804
STORE 1 LOGO
22 MINS
1808
NEARBY
BRAND NAME 1 55" LCD TV
MODEL NUMBER A
$2199
STORE 2 LOGO
15 MINS
BRAND NAME 1 55" LCD TV
MODEL NUMBER A
$2399
STORE 3 LOGO
31 MINS
LIST VIEW
MAP VIEW
1818

FIG. 18

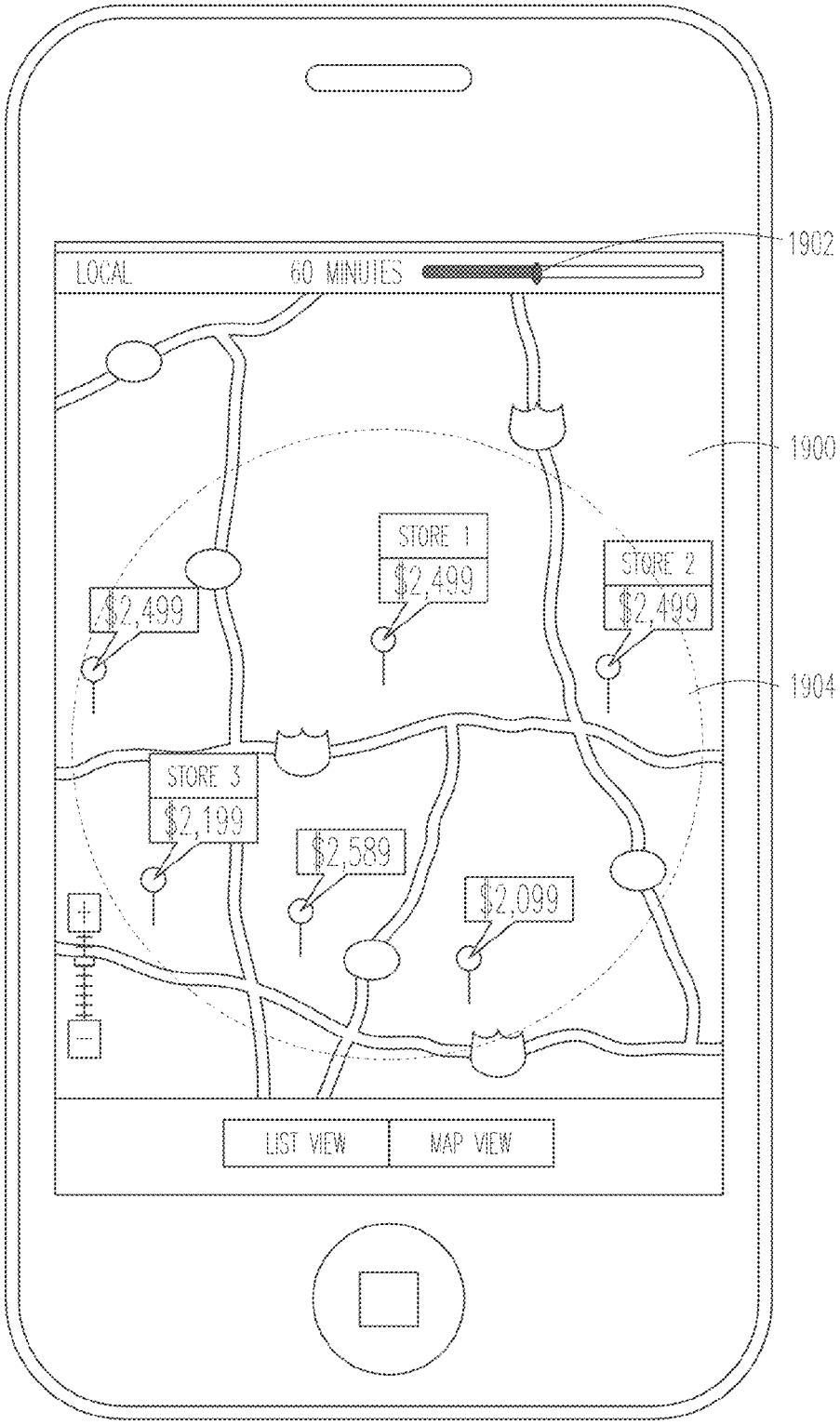
LOCAL
60 MINUTES
1902
1900
STORE 1
$2,499
STORE 2
$2,499
$2,499
1904
STORE 3
$2,199
$2,589
$2,099
LIST VIEW
MAP VIEW

FIG. 19

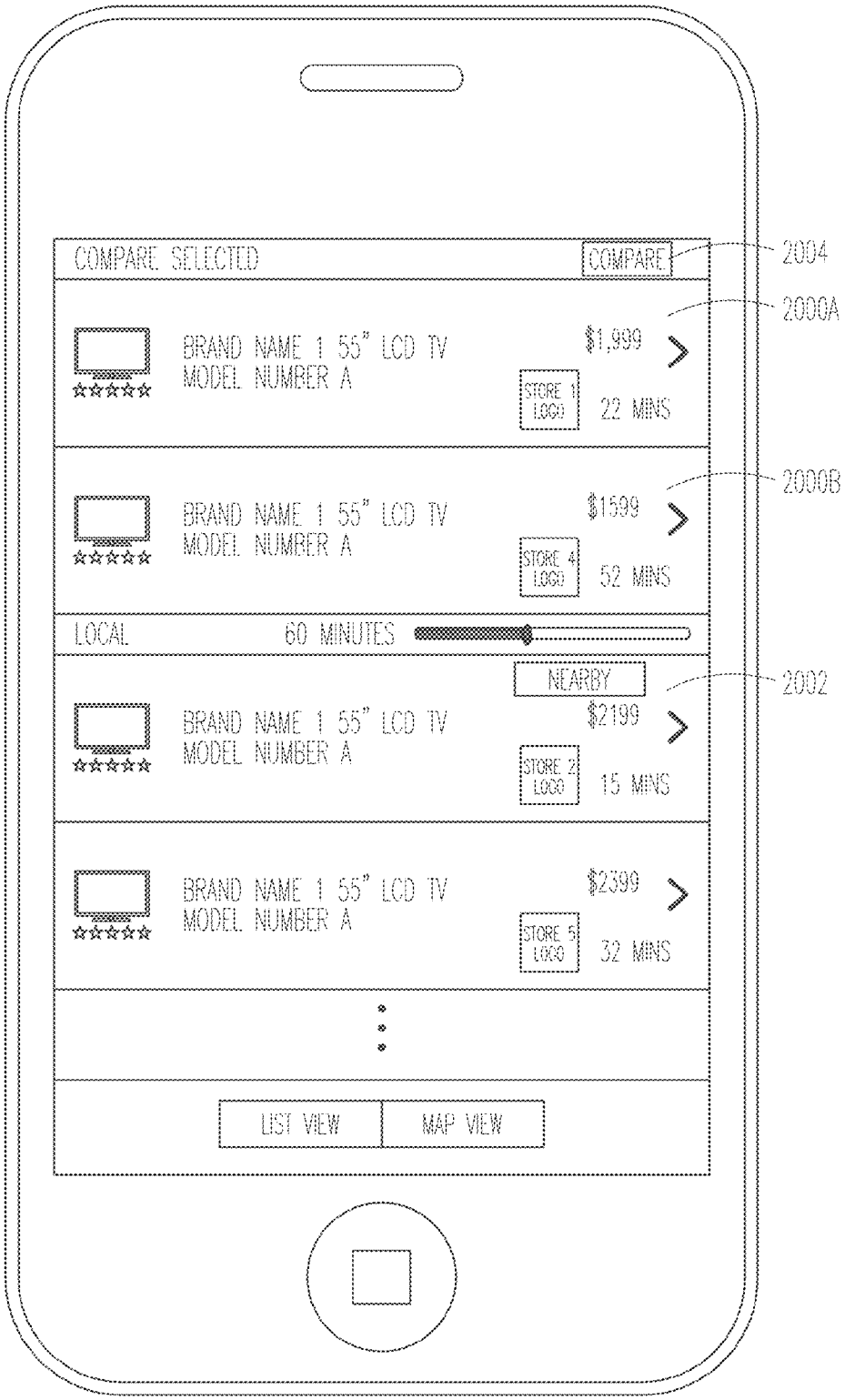
COMPARE SELECTED
COMPARE
2004
2000A
BRAND NAME 1 55" LCD TV
MODEL NUMBER A
$1,999
STORE 1 LOGO
22 MINS
2000B
BRAND NAME 1 55" LCD TV
MODEL NUMBER A
$1599
STORE 4 LOGO
52 MINS
LOCAL
60 MINUTES
NEARBY
2002
BRAND NAME 1 55" LCD TV
MODEL NUMBER A
$2199
STORE 2 LOGO
15 MINS
BRAND NAME 1 55" LCD TV
MODEL NUMBER A
$2399
STORE 5 LOGO
32 MINS
LIST VIEW
MAP VIEW

FIG. 20

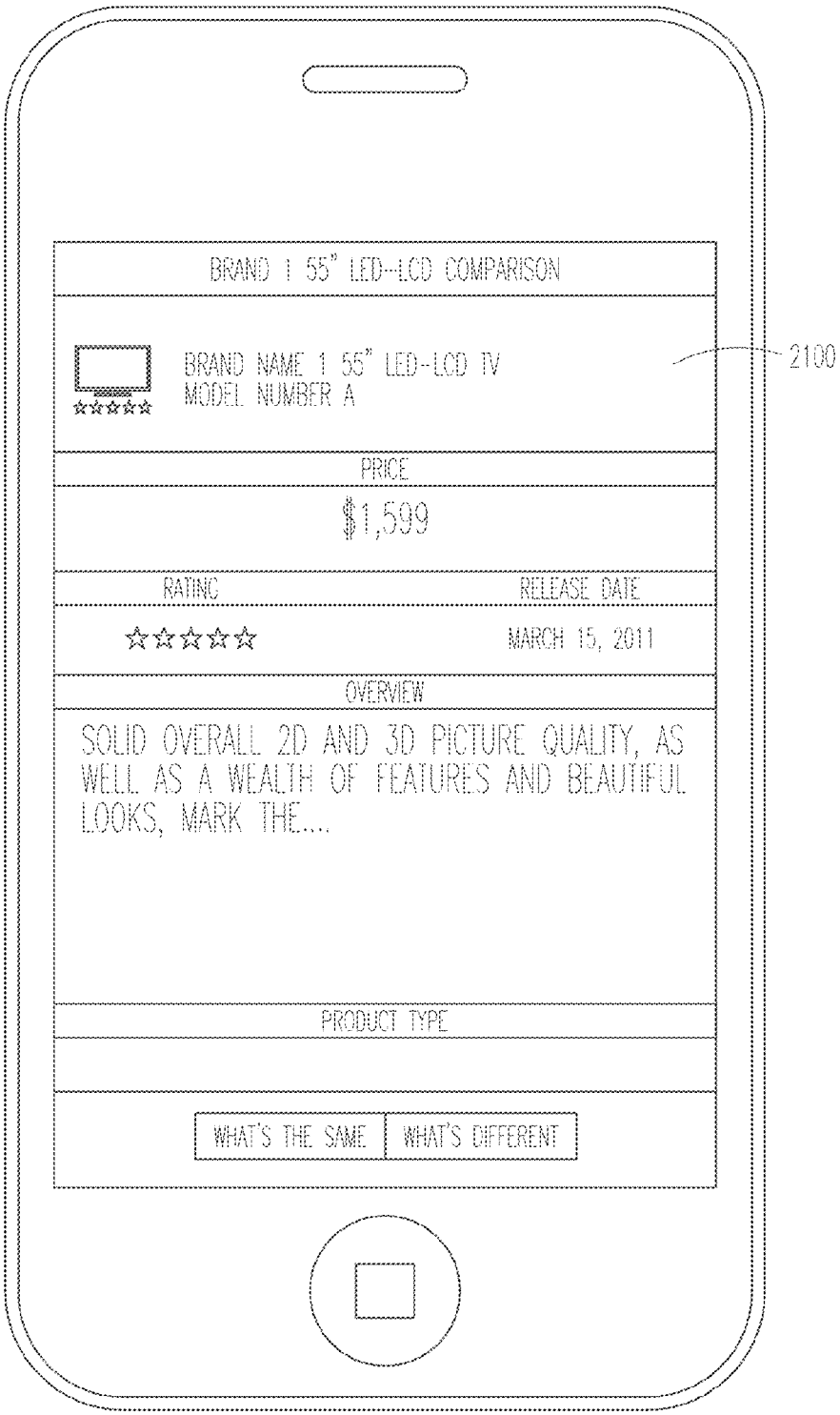
BRAND 1 55" LED-LCD COMPARISON
BRAND NAME 1 55" LED-LCD TV
MODEL NUMBER A
2100
PRICE
$1,599
RATING
RELEASE DATE
MARCH 15, 2011
OVERVIEW
SOLID OVERALL 2D AND 3D PICTURE QUALITY, AS WELL AS A WEALTH OF FEATURES AND BEAUTIFUL LOOKS, MARK THE....
PRODUCT TYPE
WHAT'S THE SAME
WHAT'S DIFFERENT

FIG. 21

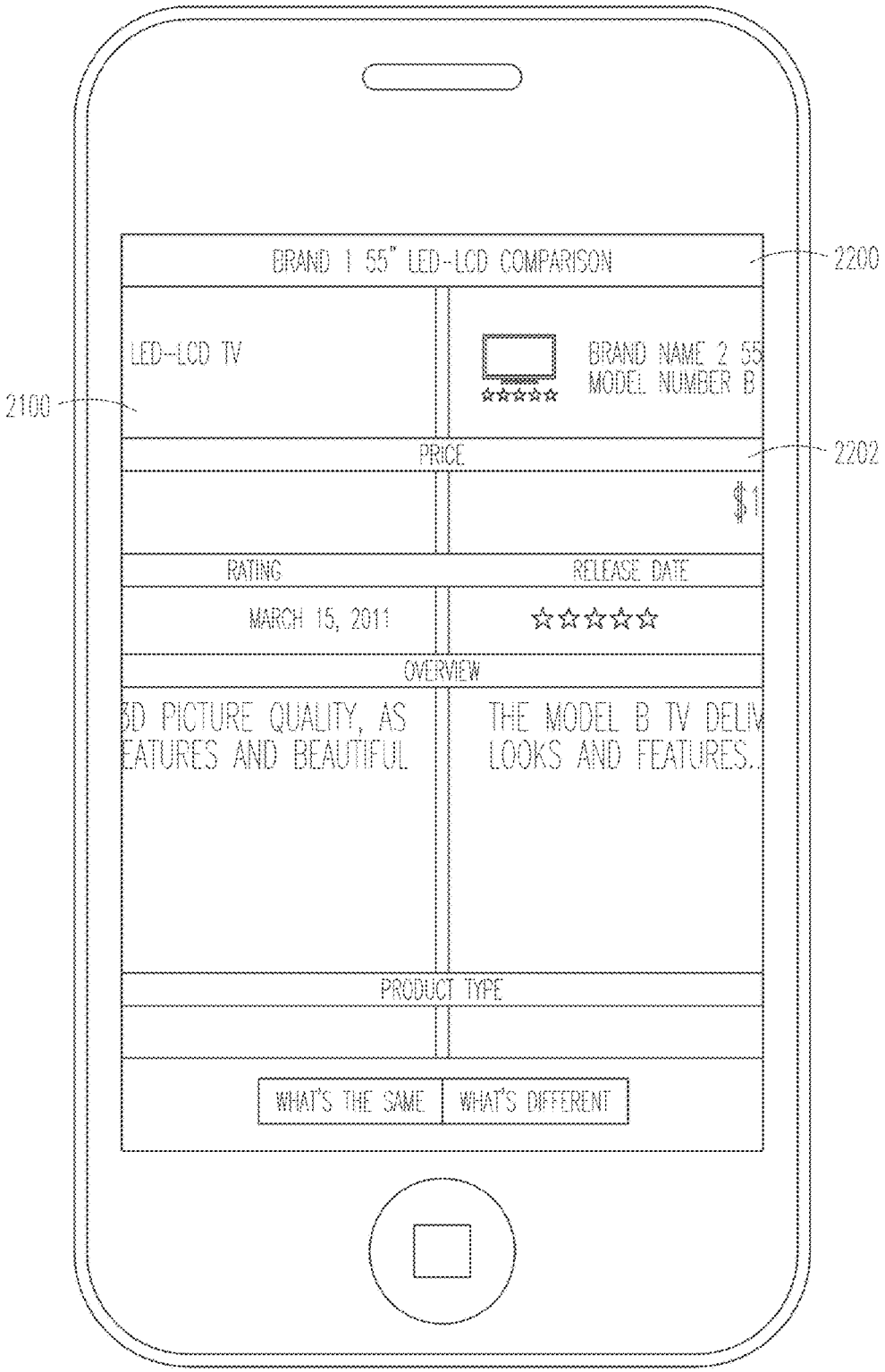
BRAND 1 55" LED-LCD COMPARISON
2200
LED-LCD TV
2100
BRAND NAME 2 55
MODEL NUMBER B
PRICE
2202
$1
RATING
RELEASE DATE
MARCH 15, 2011
OVERVIEW
3D PICTURE QUALITY, AS
EATURES AND BEAUTIFUL
THE MODEL B TV DELIV
LOOKS AND FEATURES.
PRODUCT TYPE
WHAT'S THE SAME
WHAT'S DIFFERENT

FIG. 22

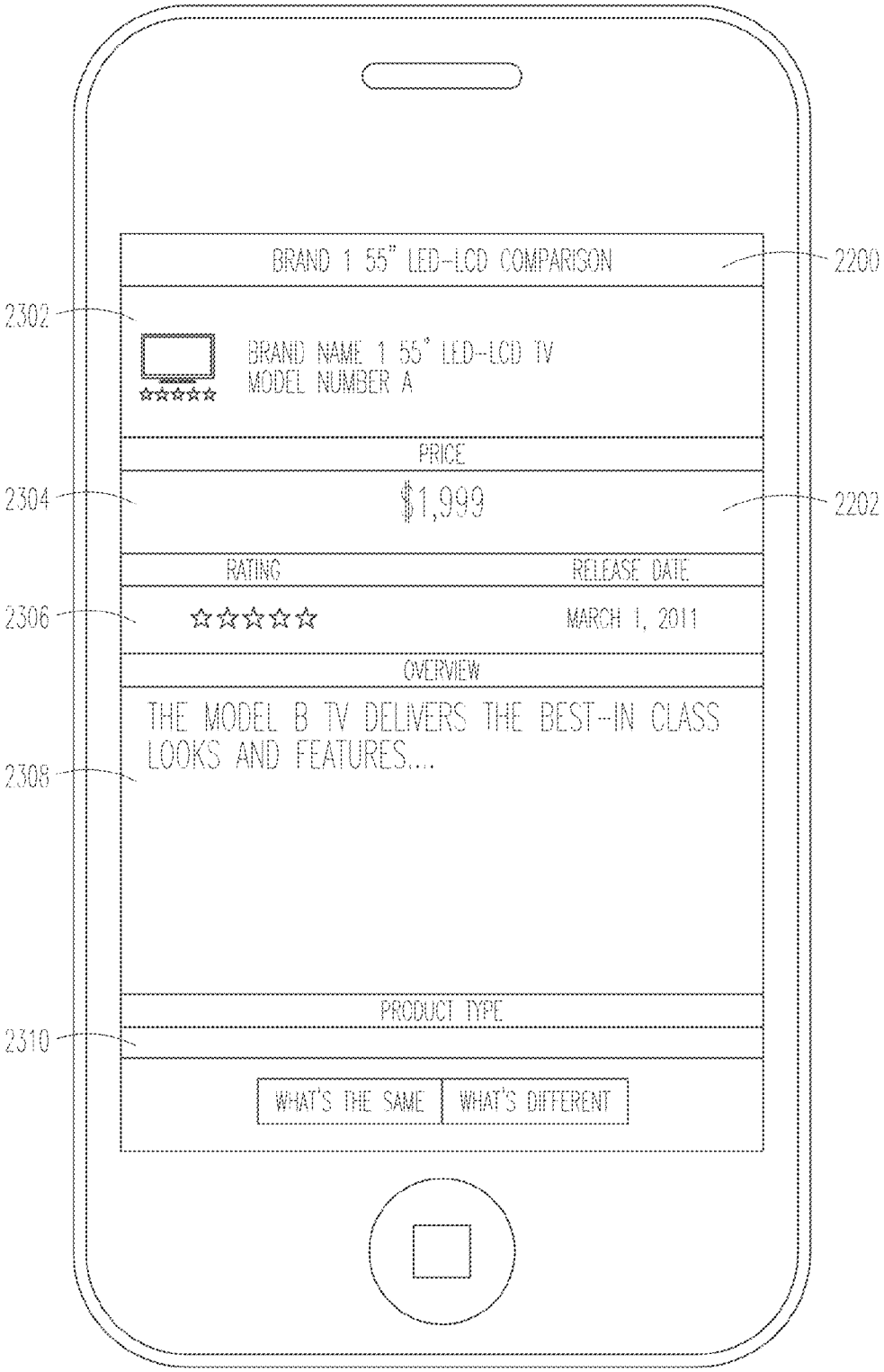
BRAND 1 55" LED-LCD COMPARISON
2200
2302
BRAND NAME 1 55" LED-LCD TV
MODEL NUMBER A
PRICE
2304
$1,999
2202
RATING
RELEASE DATE
2306
MARCH 1, 2011
OVERVIEW
THE MODEL B TV DELIVERS THE BEST-IN CLASS LOOKS AND FEATURES...
2308
PRODUCT TYPE
2310
WHAT'S THE SAME
WHAT'S DIFFERENT

FIG. 23

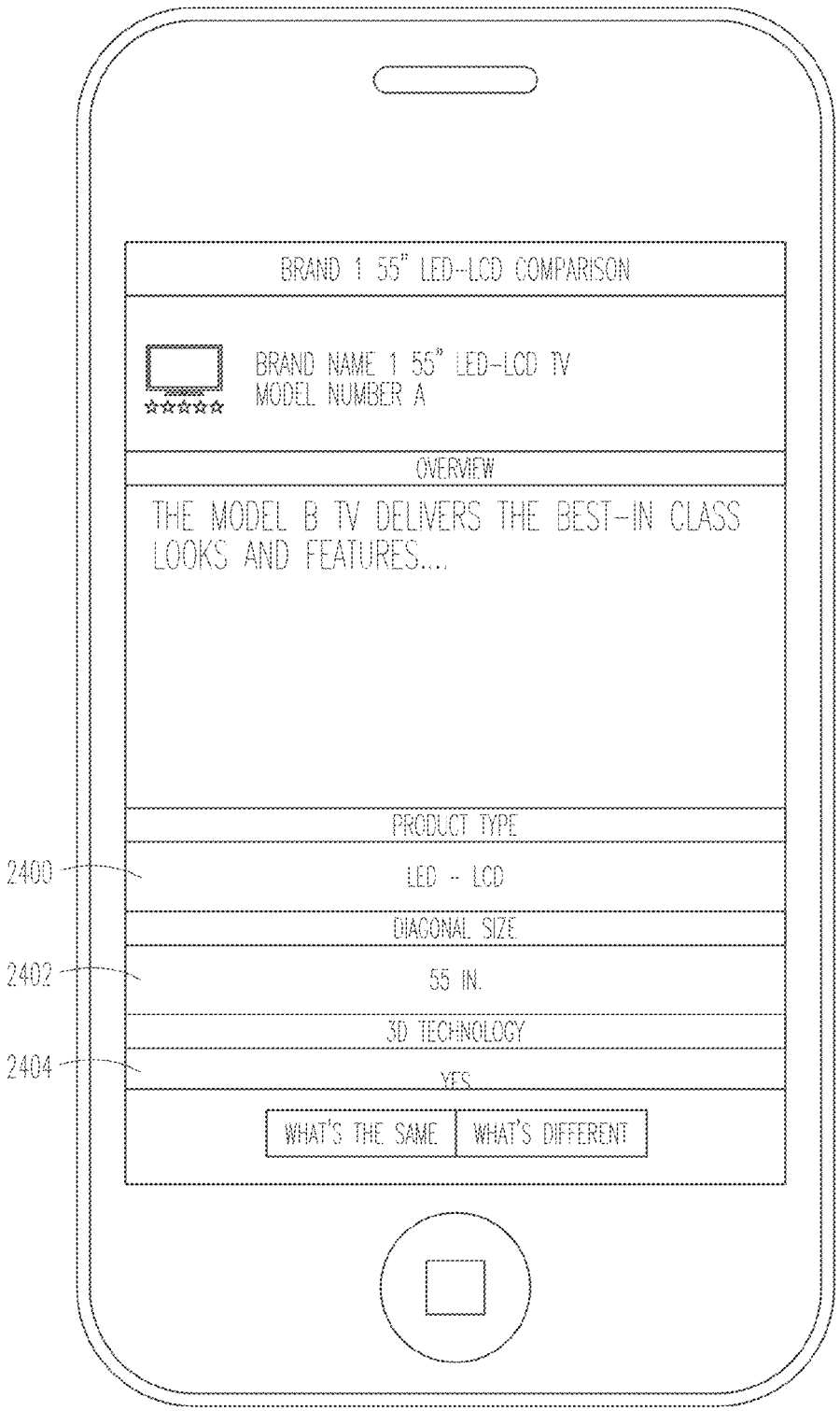
BRAND 1 55" LED-LCD COMPARISON
BRAND NAME 1 55" LED-LCD TV
MODEL NUMBER A
OVERVIEW
THE MODEL B TV DELIVERS THE BEST-IN CLASS LOOKS AND FEATURES...
PRODUCT TYPE
LED - LCD
DIAGONAL SIZE
55 IN.
3D TECHNOLOGY
YES
WHAT'S THE SAME
WHAT'S DIFFERENT
2400
2402
2404

FIG. 24

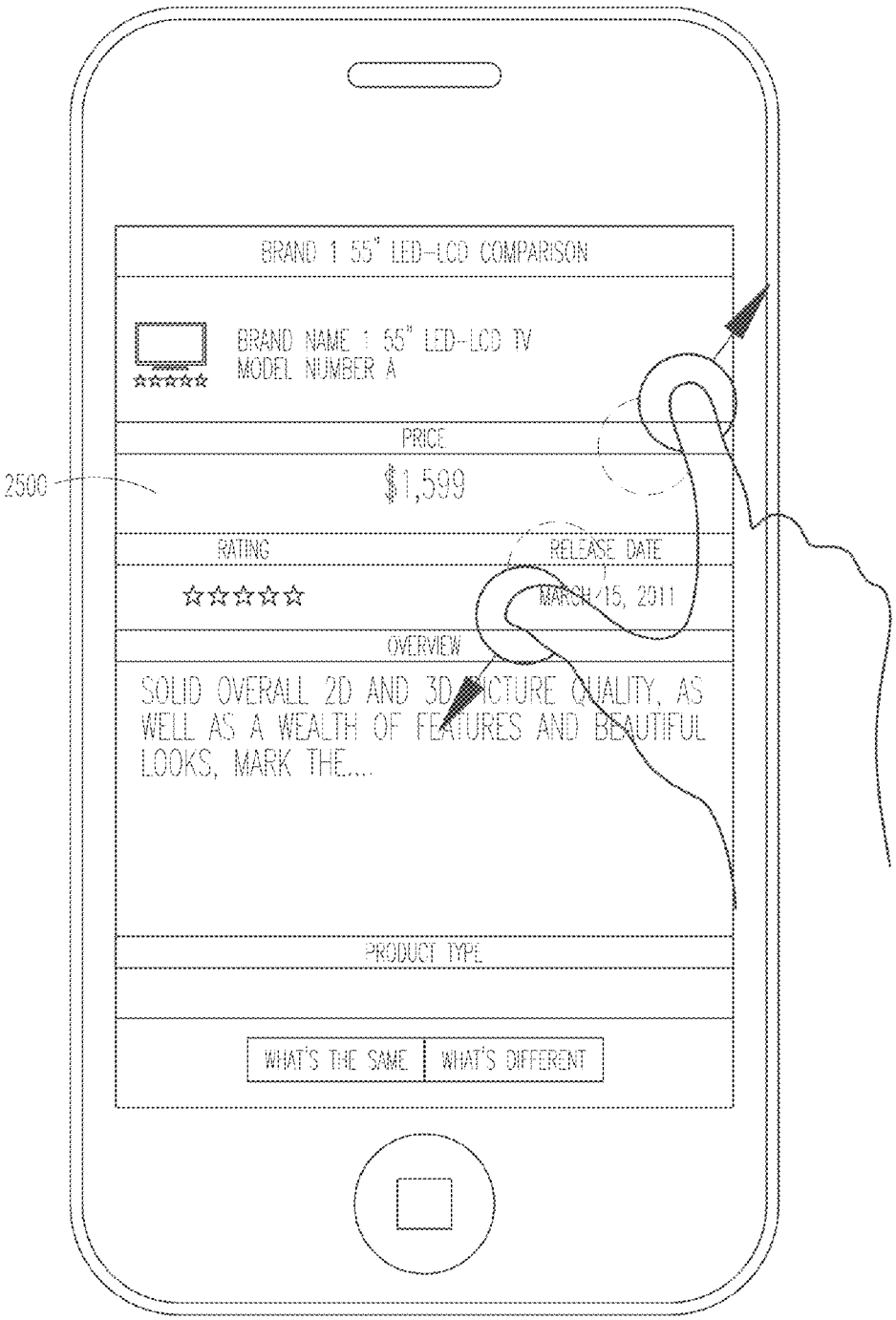
BRAND 1 55" LED-LCD COMPARISON
BRAND NAME 1 55" LED-LCD TV
MODEL NUMBER A
PRICE
$1,599
2500
RATING
RELEASE DATE
MARCH 15, 2011
OVERVIEW
SOLID OVERALL 2D AND 3D PICTURE QUALITY, AS WELL AS A WEALTH OF FEATURES AND BEAUTIFUL LOOKS, MARK THE....
PRODUCT TYPE
WHAT'S THE SAME
WHAT'S DIFFERENT

FIG. 25

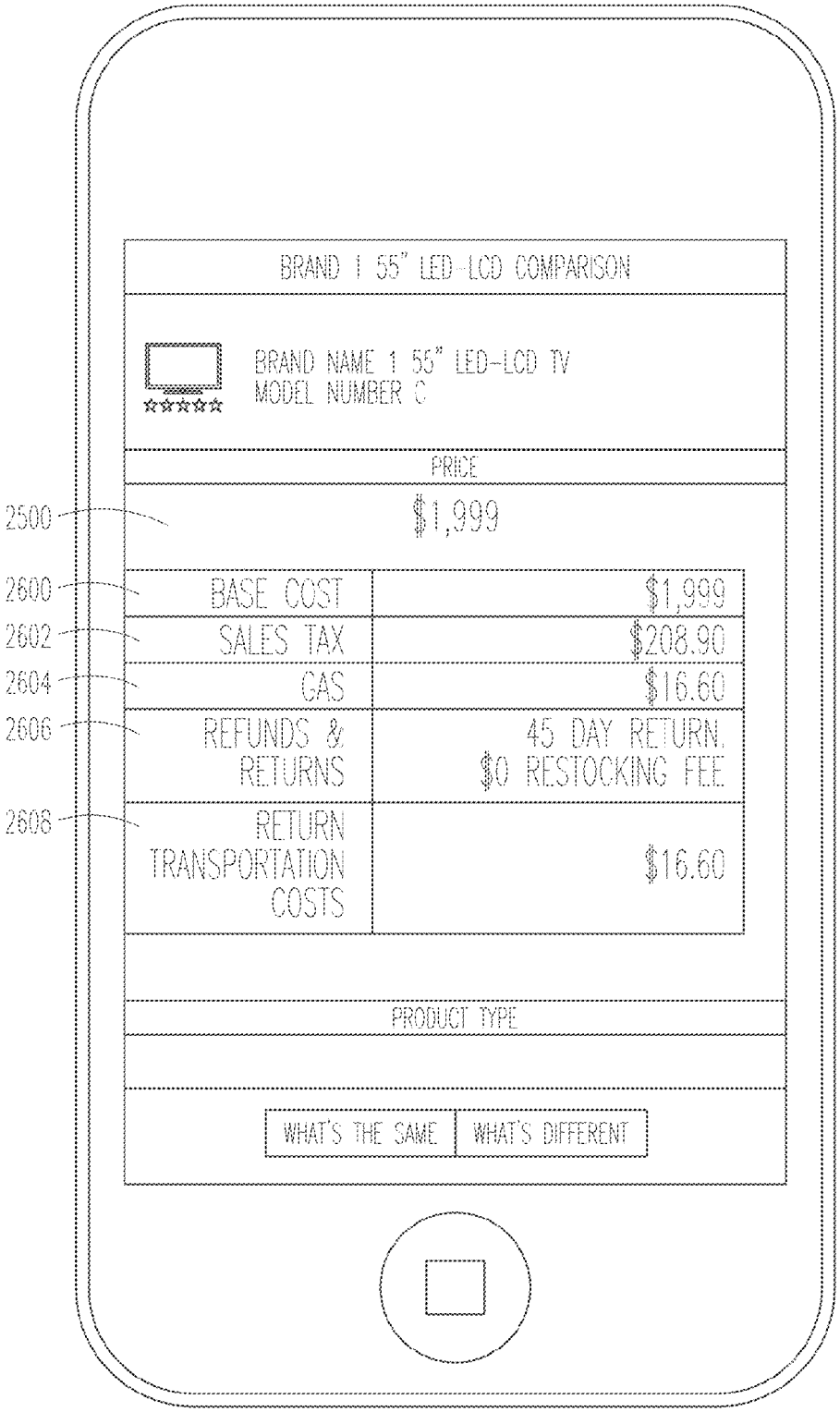
BRAND 1 55" LED-LCD COMPARISON
BRAND NAME 1 55" LED-LCD TV
MODEL NUMBER C
PRICE
$1,999
2500
2600
BASE COST
$1,999
2602
SALES TAX
$208.90
2604
GAS
$16.60
2606
REFUNDS & RETURNS
45 DAY RETURN, $0 RESTOCKING FEE
2608
RETURN TRANSPORTATION COSTS
$16.60
PRODUCT TYPE
WHAT'S THE SAME
WHAT'S DIFFERENT

FIG. 26

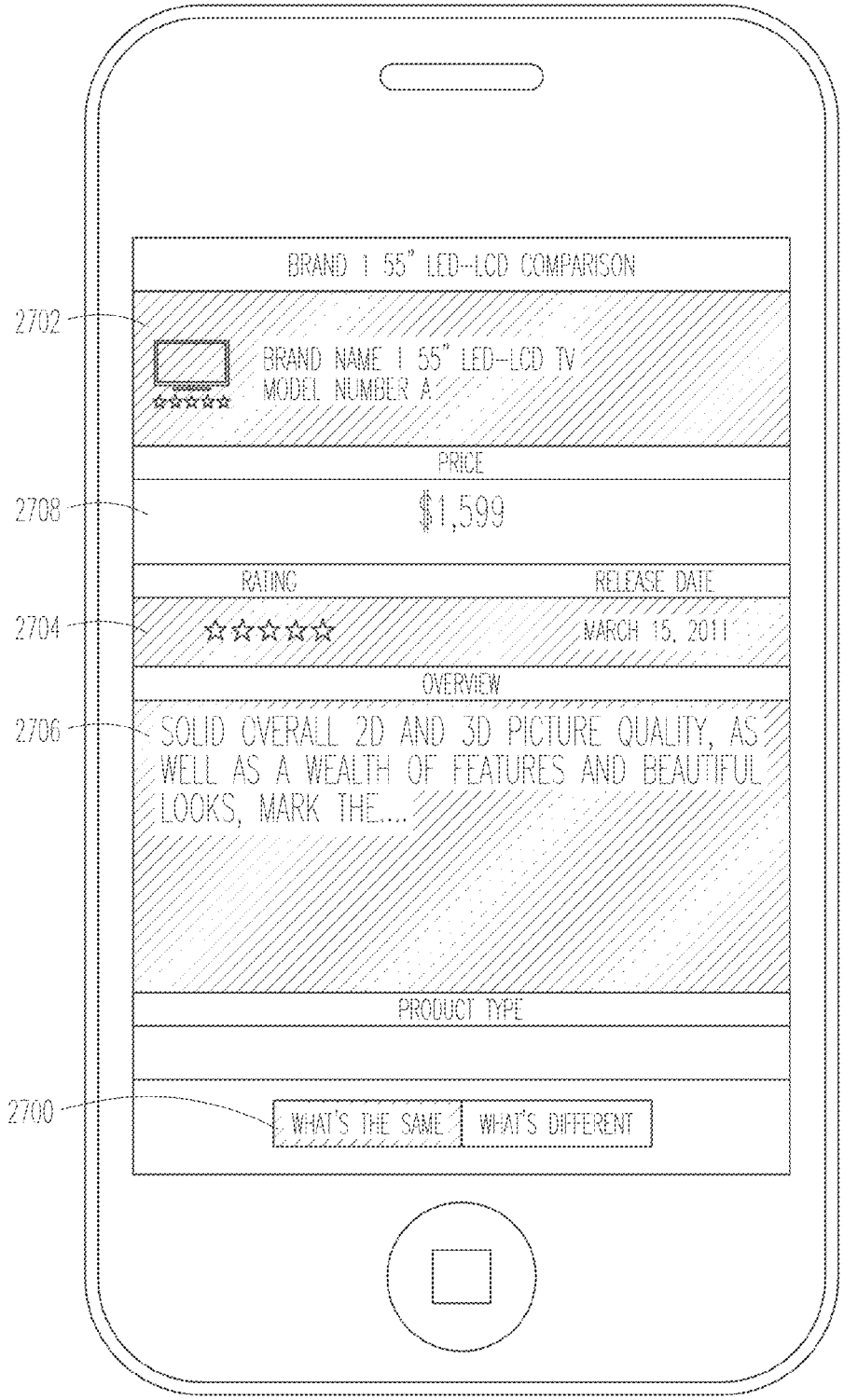
BRAND 1 55" LED-LCD COMPARISON
2702
BRAND NAME 1 55" LED-LCD TV
MODEL NUMBER A
PRICE
2708
$1,599
RATING
RELEASE DATE
2704
MARCH 15, 2011
OVERVIEW
2706
SOLID OVERALL 2D AND 3D PICTURE QUALITY, AS WELL AS A WEALTH OF FEATURES AND BEAUTIFUL LOOKS, MARK THE...
PRODUCT TYPE
2700
WHAT'S THE SAME
WHAT'S DIFFERENT

FIG. 27

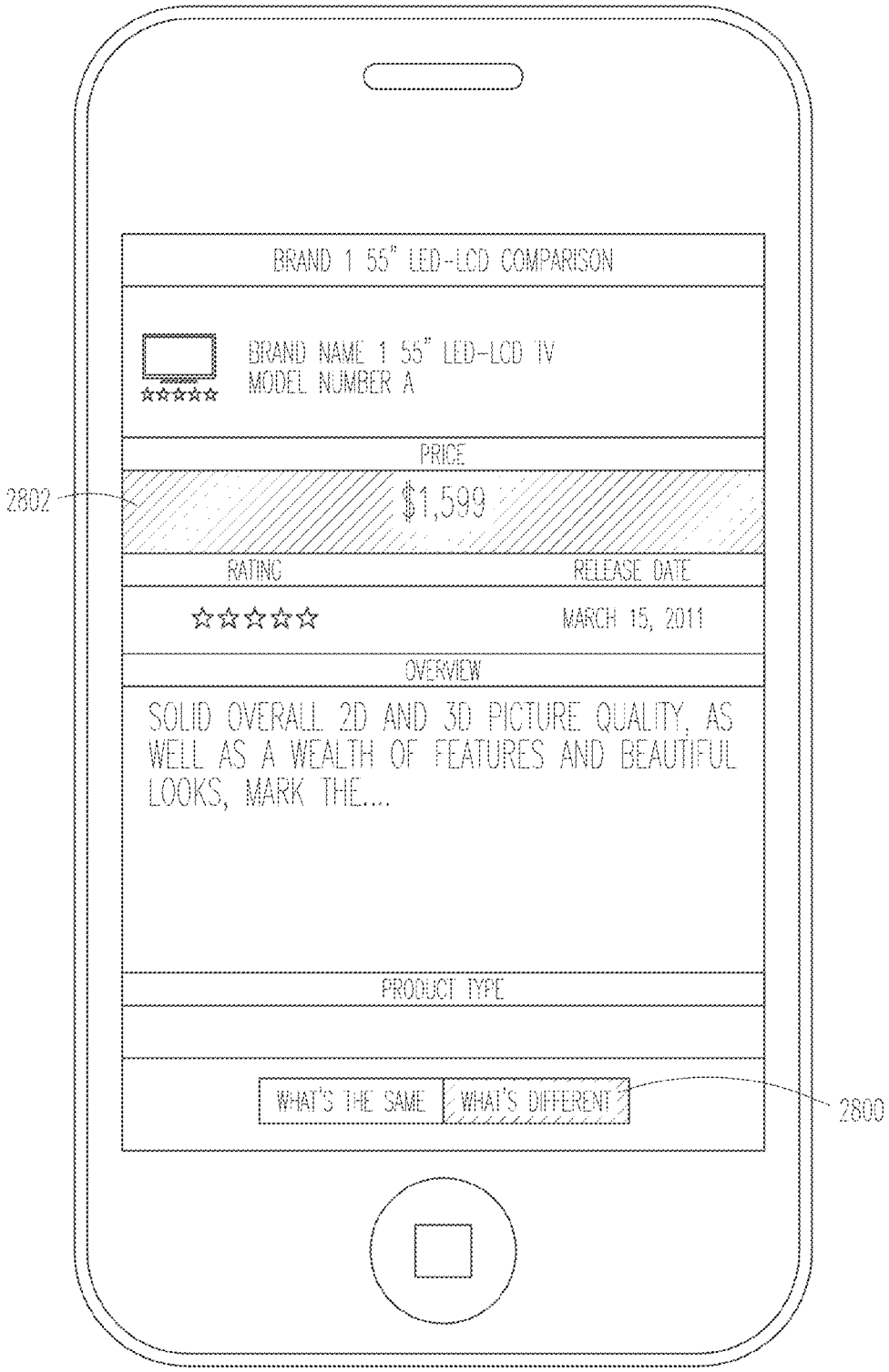
BRAND 1 55" LED-LCD COMPARISON
BRAND NAME 1 55" LED-LCD TV
MODEL NUMBER A
PRICE
$1,599
RATING
RELEASE DATE
MARCH 15, 2011
OVERVIEW
SOLID OVERALL 2D AND 3D PICTURE QUALITY, AS WELL AS A WEALTH OF FEATURES AND BEAUTIFUL LOOKS, MARK THE....
PRODUCT TYPE
WHAT'S THE SAME
WHAT'S DIFFERENT
2802
2800

FIG. 28

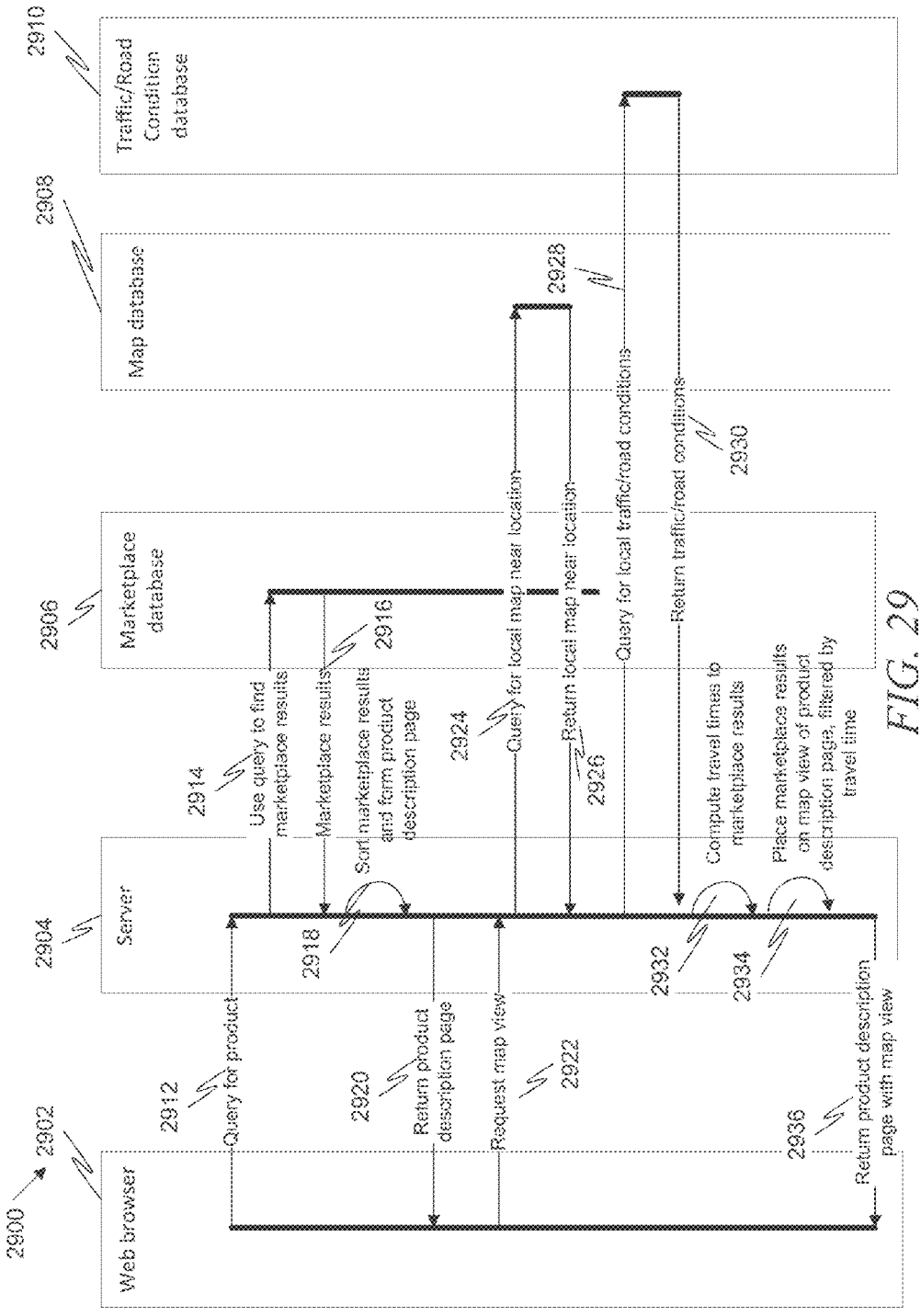
2900
2902
Web browser
2904
Server
2906
Marketplace database
2908
Map database
2910
Traffic/Road Condition database
2912
Query for product
2914
Use query to find marketplace results
2916
Marketplace results
2918
Sort marketplace results and form product description page
2920
Return product description page
2922
Request map view
2924
Query for local map near location
2926
Return local map near location
2928
Query for local traffic/road conditions
2930
Return traffic/road conditions
2932
Compute travel times to marketplace results
2934
Place marketplace results on map view of product description page, filtered by travel time
2936
Return product description page with map view

FIG. 29

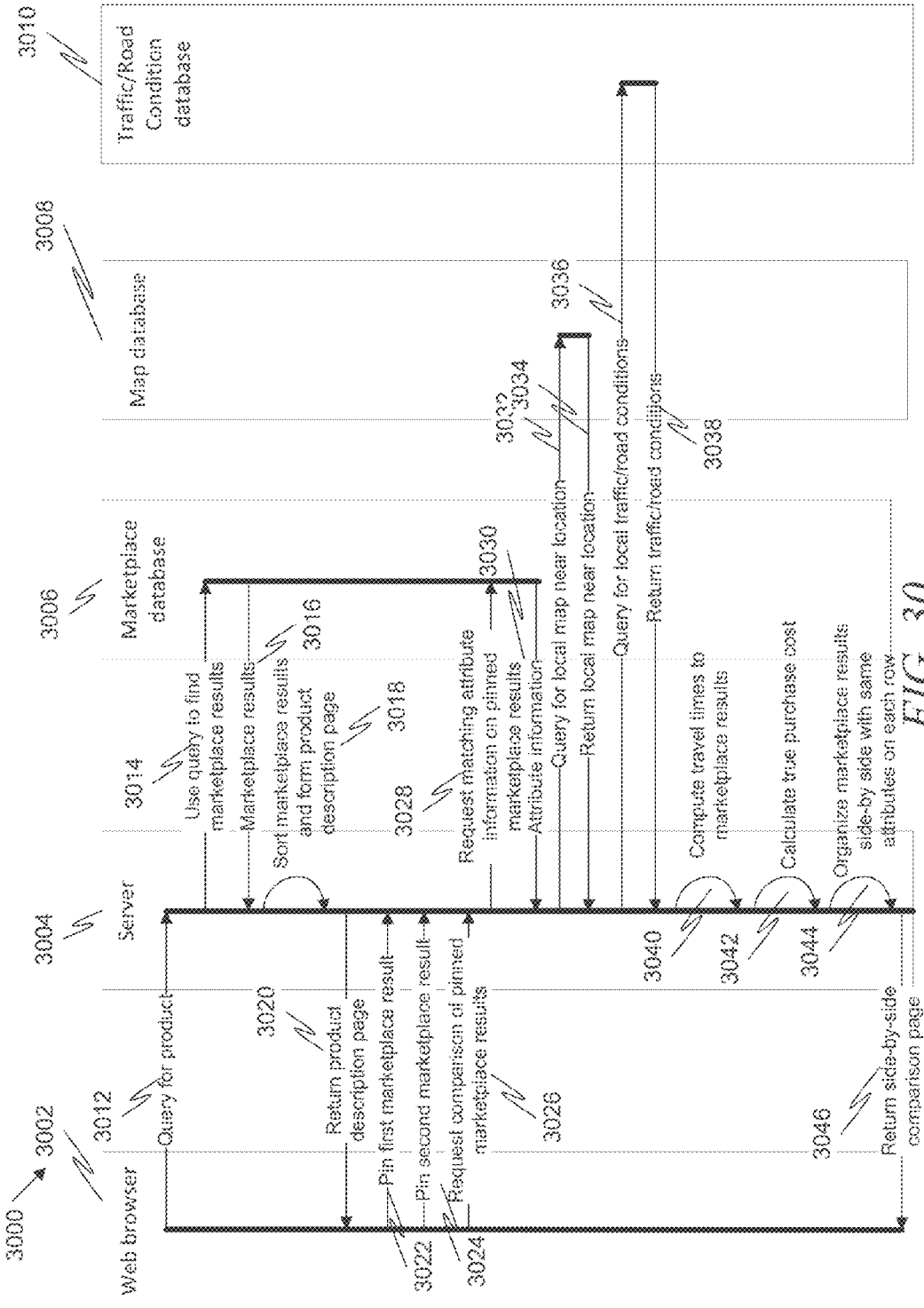
3000
3002
Web browser
3004
Server
3006
Marketplace database
3008
Map database
3010
Traffic/Road Condition database
3012
Query for product
3014
Use query to find marketplace results
3016
Sort marketplace results and form product description page
3018
Return product description page
3020
Pin first marketplace result
3022
Pin second marketplace result
3024
Request comparison of pinned marketplace results
3026
Request matching attribute information on pinned marketplace results
3028
Attribute information
3030
Query for local map near location
3032
Return local map near location
3034
Query for local traffic/road conditions
3036
Return traffic/road conditions
3038
Compute travel times to marketplace results
3040
Calculate true purchase cost
3042
Organize marketplace results side-by side with same attributes on each row
3044
Return side-by-side comparison page
3046

FIG. 30

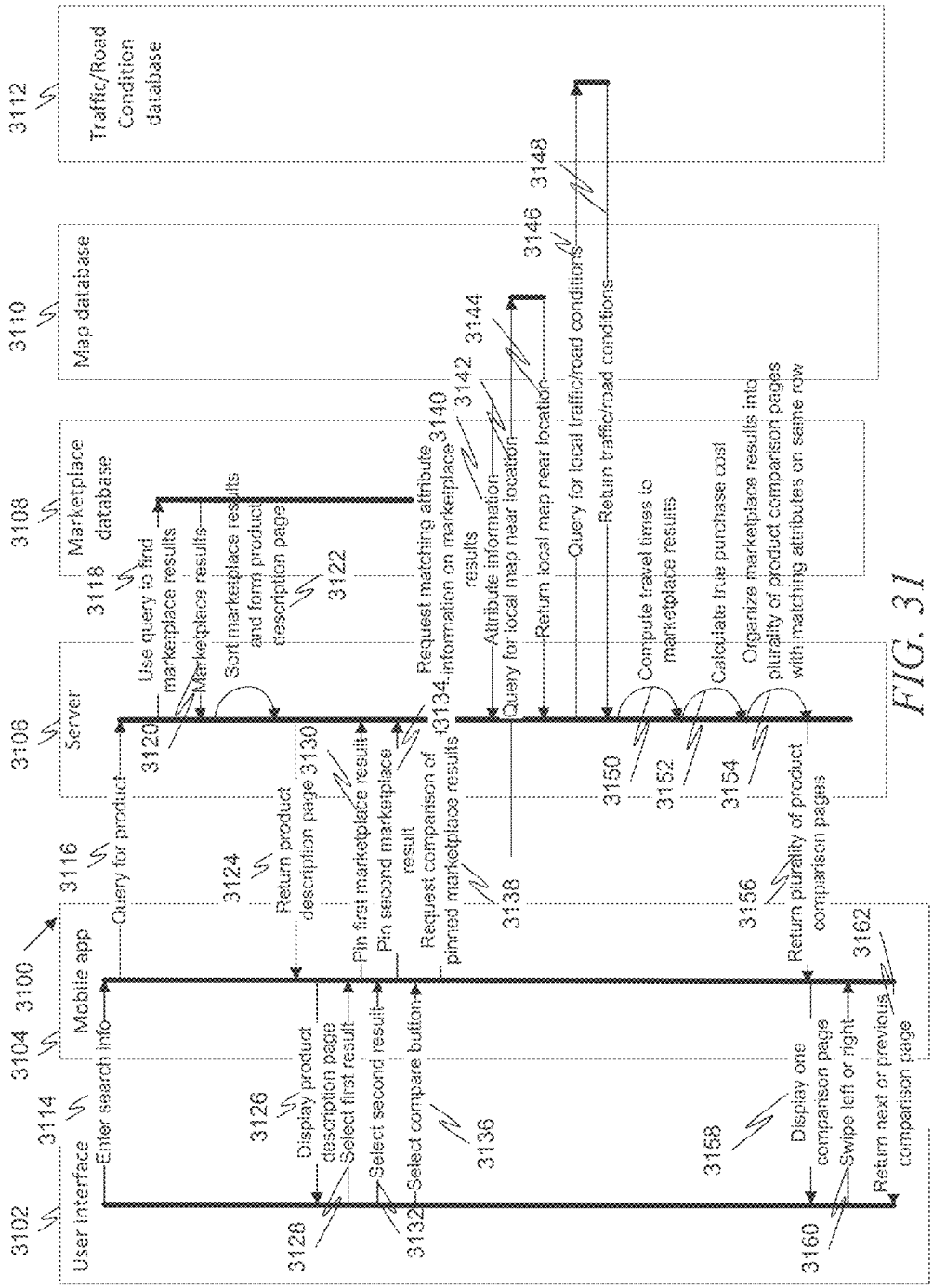
3102
User interface
3104
Mobile app
3106
Server
3108
Marketplace database
3110
Map database
3112
Traffic/Road Condition database
3114
Enter search info
3116
Query for product
3118
Use query to find marketplace results
3120
Marketplace results
3122
Sort marketplace results and form product description page
3124
Return product description page
3126
Display product description page
3128
Select first result
3130
Pin first marketplace result
3132
Select second result
3134
Pin second marketplace result
3136
Select compare button
3138
Request comparison of pinned marketplace results
3140
Request matching attribute information on marketplace results
3142
Attribute information
3144
Query for local map near location
3146
Return local map near location
3148
Query for local traffic/road conditions
Return traffic/road conditions
3150
Compute travel times to marketplace results
3152
Calculate true purchase cost
3154
Organize marketplace results into plurality of product comparison pages with matching attributes on same row
3156
Return plurality of product comparison pages
3158
Display one comparison page
3160
Swipe left or right
3162
Return next or previous comparison page

FIG. 31

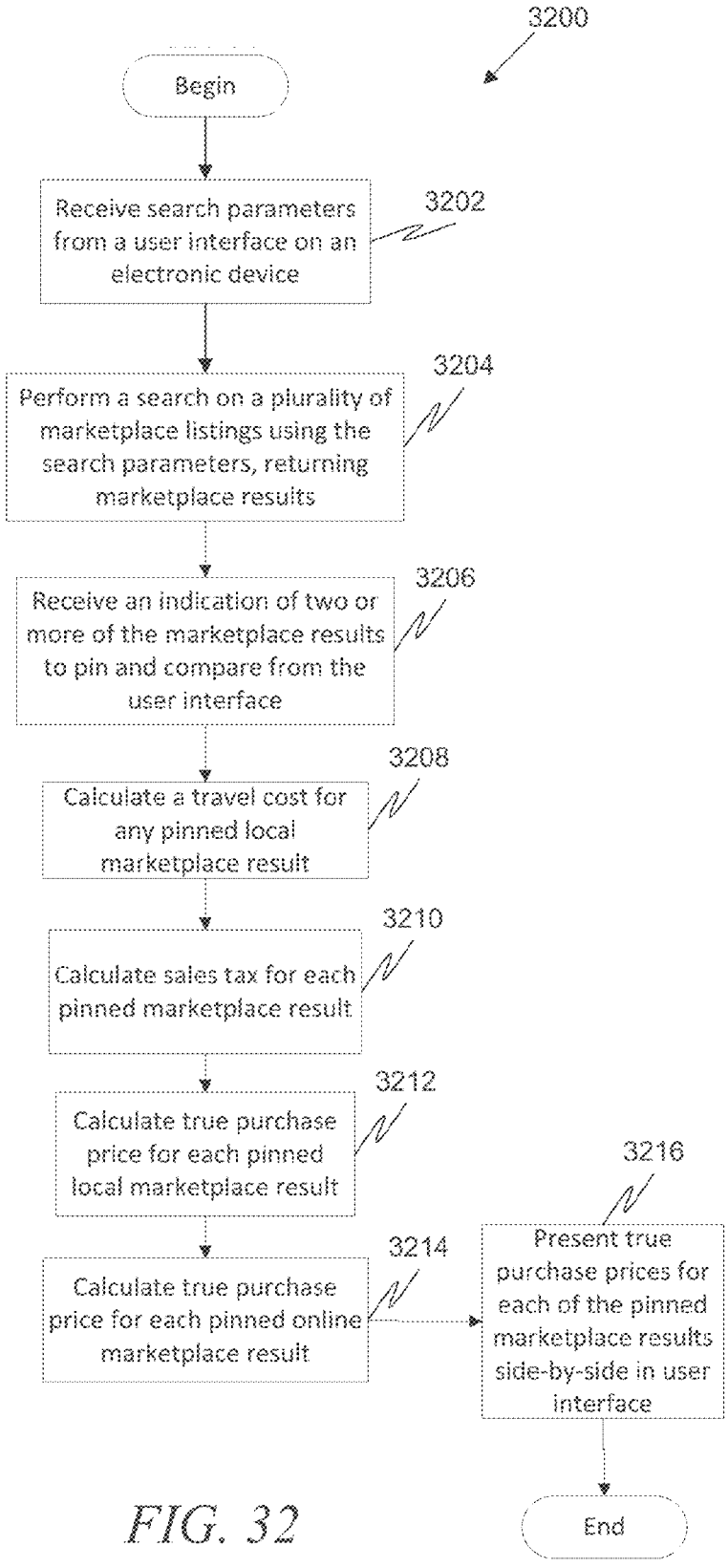
3200
Begin
Receive search parameters from a user interface on an electronic device
3202
Perform a search on a plurality of marketplace listings using the search parameters, returning marketplace results
3204
Receive an indication of two or more of the marketplace results to pin and compare from the user interface
3206
Calculate a travel cost for any pinned local marketplace result
3208
Calculate sales tax for each pinned marketplace result
3210
Calculate true purchase price for each pinned local marketplace result
3212
Calculate true purchase price for each pinned online marketplace result
3214
Present true purchase prices for each of the pinned marketplace results side-by-side in user interface
3216
End

FIG. 32

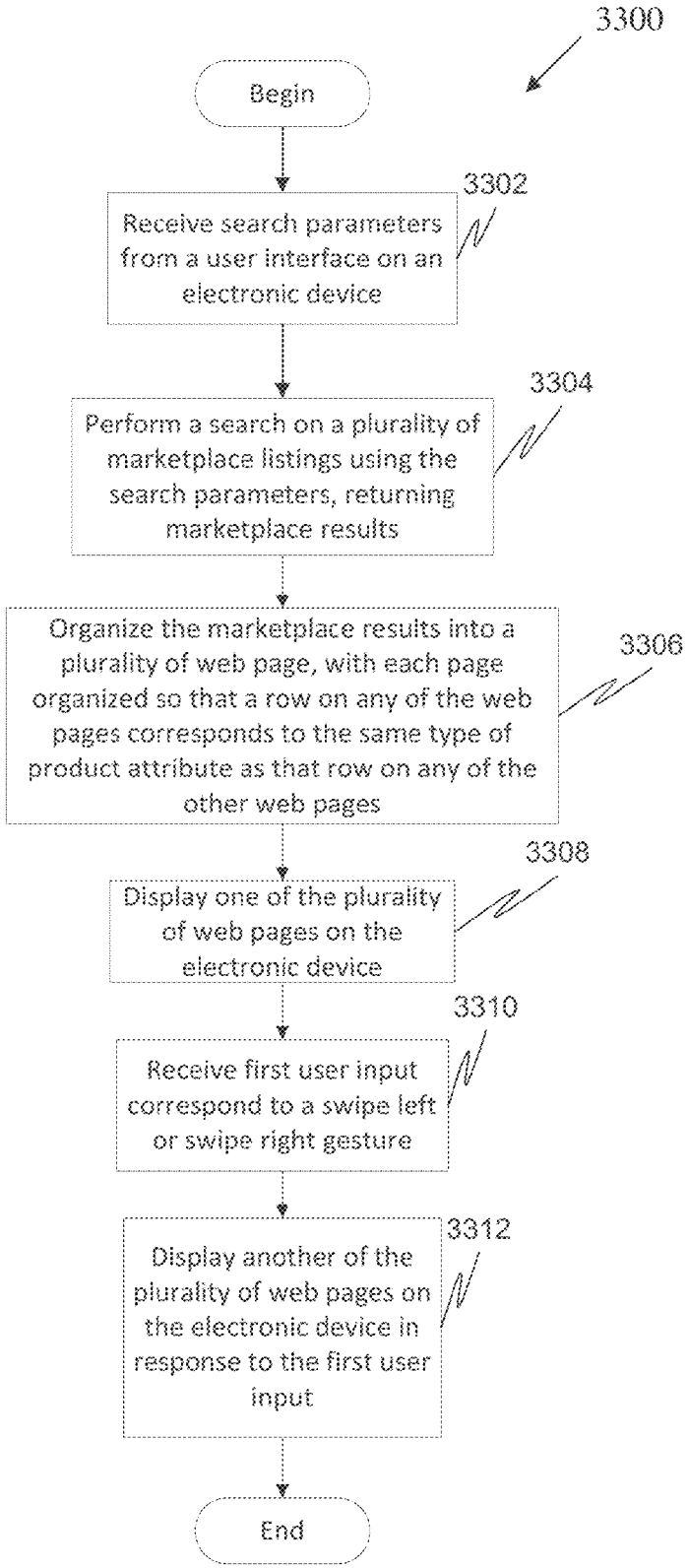
3300
Begin
3302
Receive search parameters from a user interface on an electronic device
3304
Perform a search on a plurality of marketplace listings using the search parameters, returning marketplace results
3306
Organize the marketplace results into a plurality of web page, with each page organized so that a row on any of the web pages corresponds to the same type of product attribute as that row on any of the other web pages
3308
Display one of the plurality of web pages on the electronic device
3310
Receive first user input correspond to a swipe left or swipe right gesture
3312
Display another of the plurality of web pages on the electronic device in response to the first user input
End

FIG. 33

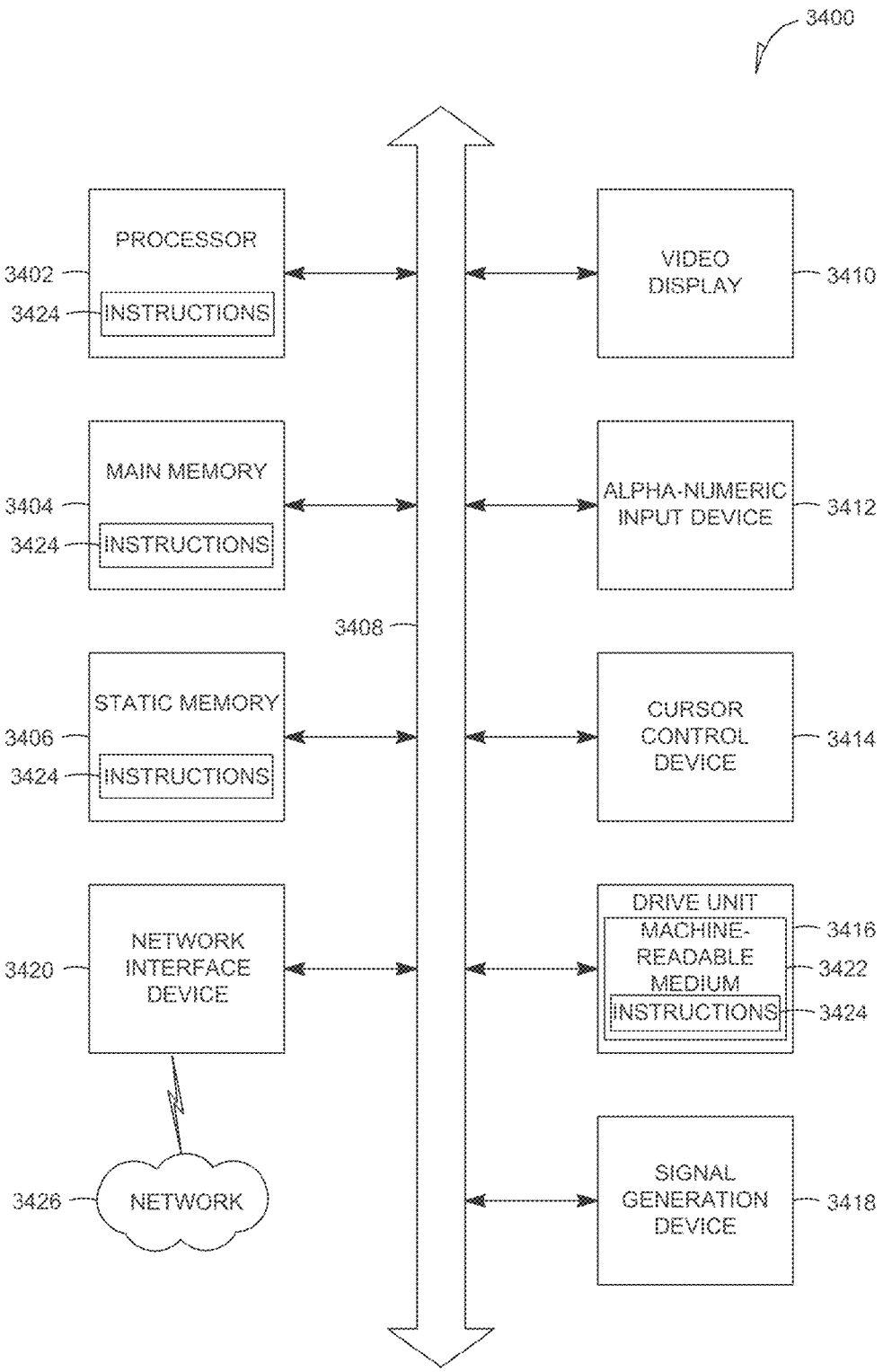
3400
PROCESSOR
3402
INSTRUCTIONS
3424
MAIN MEMORY
3404
INSTRUCTIONS
3424
STATIC MEMORY
3406
INSTRUCTIONS
3424
NETWORK INTERFACE DEVICE
3420
NETWORK
3426
3408
VIDEO DISPLAY
3410
ALPHA-NUMERIC INPUT DEVICE
3412
CURSOR CONTROL DEVICE
3414
DRIVE UNIT
MACHINE-READABLE MEDIUM
INSTRUCTIONS
3416
3422
3424
SIGNAL GENERATION DEVICE
3418

FIG. 34

METHOD, SYSTEM, AND COMPUTER-READABLE MEDIUM FOR PRESENTING USER INTERFACE FOR COMPARISON OF MARKETPLACE LISTINGS

TECHNICAL FIELD

The present disclosure generally relates to data processing techniques. More specifically, the present disclosure describes a technique for presenting two (or more) search results for product listings in a manner that facilitates a simple and meaningful comparison of the product listings.

BACKGROUND

The Internet and the World Wide Web have given rise to a wide variety of on-line retailers that operate virtual stores from which consumers can purchase products (i.e., merchandise or goods) as well as services. Although the popularity of these on-line retail sites is clearly evidenced by their increasing sales, for a variety of reasons, some consumers still would rather purchase products and services in a more conventional manner—i.e., via a brick-and-mortar store. Even when purchasing products and services from a brick-and-mortar store, various web-based applications and tools may be used to perform preliminary research about products and services.

BRIEF DESCRIPTION OF DRAWINGS

FIG. **1** is a block diagram depicting a system for delivering search results that can be easily compared with one another, according to an example embodiment.

FIG. **2** is a block diagram illustrating the mobile device, according to an example embodiment.

FIG. **3** is a block diagram illustrating a network-based system for processing a search query, and presenting search results (e.g., marketplace listings), as described more fully herein.

FIG. **4** illustrates an example user interface showing a product description page, consistent with some embodiments of the invention.

FIG. **5** illustrates an example user interface showing a product description page, consistent with some embodiments of the invention.

FIG. **6** illustrates an example user interface showing a product description page, consistent with some embodiments of the invention.

FIG. **7** illustrates an example user interface showing a product description page, consistent with some embodiments of the invention.

FIG. **8** illustrates an example user interface showing a purchase comparison window, consistent with some embodiments of the invention.

FIG. **9** illustrates an example user interface showing a product description page, consistent with some embodiments of the invention.

FIG. **10** illustrates an example user interface showing a product card, consistent with some embodiments of the invention.

FIG. **11** illustrates an example user interface showing a product card, consistent with some embodiments of the invention.

FIG. **12** illustrates an example user interface showing a product card, consistent with some embodiments of the invention.

FIG. **13** illustrates an example user interface showing a product card, consistent with some embodiments of the invention.

FIG. **14** illustrates an example user interface showing a product card, consistent with some embodiments of the invention.

FIG. **15** illustrates an example user interface showing a product card, consistent with some embodiments of the invention.

FIG. **16** illustrates another user interface showing a product search page, consistent with some embodiments of the invention.

FIG. **17** illustrates a user interface showing a product search page, consistent with some embodiments of the invention.

FIG. **18** illustrates another user interface showing a product description page, consistent with some embodiments of the invention.

FIG. **19** illustrates another user interface showing a product description page, consistent with some embodiments of the invention.

FIG. **20** illustrates an example user interface showing a product description page, consistent with some embodiments of the invention.

FIG. **21** illustrates an example user interface showing a purchase comparison page, consistent with some embodiments of the invention.

FIG. **22** illustrates an example user interface showing a purchase comparison page, consistent with some embodiments of the invention.

FIG. **23** illustrates an example user interface showing a purchase comparison page, consistent with some embodiments of the invention.

FIG. **24** illustrates an example user interface showing a purchase comparison page, consistent with some embodiments of the invention.

FIG. **25** illustrates an example user interface showing a purchase comparison page, consistent with some embodiments of the invention.

FIG. **26** illustrates an example user interface showing a purchase comparison page, consistent with some embodiments of the invention.

FIG. **27** illustrates an example user interface showing a product comparison page, consistent with some example embodiments.

FIG. **28** illustrates an example user interface showing a product comparison page, consistent with some example embodiments.

FIG. **29** is an interaction diagram showing a method, in accordance with an example embodiment, of presenting marketplace results.

FIG. **30** is an interaction diagram showing a method, in accordance with an example embodiment, of presenting marketplace results.

FIG. **31** is an interaction diagram showing a method, in accordance with an example embodiment, of presenting marketplace results.

FIG. **32** is a flow diagram illustrating a method, in accordance with an example embodiment, of presenting marketplace listings.

FIG. **33** is a flow diagram illustrating a method, in accordance with another example embodiment, of presenting marketplace listings.

FIG. **34** is a block diagram of a machine in the form of a computer system within which a set of instructions for causing the machine to perform any one or more of the methodologies discussed herein may be executed.

DETAILED DESCRIPTION

The present disclosure describes data processing techniques presenting two or more marketplace listings, selected from a set of search results, such that comparison of the listings is simple and intuitive. In the following description, for purposes of explanation, numerous specific details are set forth in order to provide a thorough understanding of the various aspects of different embodiments of the present invention. It will be evident, however, to one skilled in the art, that the present embodiments may be practiced without all of the specific details.

Consistent with some embodiments of the invention, a network-based publication system processes a search query and returns a set of search results, e.g., in the form of a search results page or similar user interface, where each result is a marketplace listing for an item, good, product or service being offered for sale. Upon detecting selection of two or more listings and invocation of a comparison request, the two or more selected listings are presented in a comparison user interface (UI) such that the various attributes of each item/product/service are presented arranged vertically, and the individual search results are positioned next to one another horizontally. With some embodiments, the presentation of the comparison UI is on a mobile device with a touch-sensitive display having limited size. As such, the UI is presented in such a way that the user can navigate between the two listings by performing a simple gesture to flick or drag the listings to the left or right revealing the other listing. For instance, if a first listing is being presented, the user may simply "drag" or "push" (with a gesture) that listing to the left (or right) to reveal the second listing. Because the listings are presented with the attributes arranged horizontally, comparison on a feature-by-feature (or attribute-by-attribute) basis is easy.

With some embodiments, various costs for owning a product that are not readily apparent may be displayed. For example, with some embodiments, the cost of returning the product, the cost of maintaining the product, and/or the cost of disposing of the product may be displayed. Similarly, these costs may be aggregated for each individual listing and then presented as a total cost of ownership for the product.

With some embodiments, a user can select to view all attributes or features of two or more products that are the same. Accordingly, only those attributes that are the same will be presented. Similarly, the user may select to view only those attributes that are different between the two listings.

Other benefits of the embodiments of the present invention will be readily apparent from the description of the figures that follows.

EXAMPLE SYSTEM

FIG. **1** is a block diagram depicting a system **100** for delivering search results that can be easily compared with one another, according to an example embodiment. The system **100** can include a user **110**, a network-based publication system **120** with a search engine, and one or more merchants **130** (and merchant systems). In an example, the user **110** can connect to the network-based publication system **120** via a client computing device **115** (e.g., desktop, laptop, smart phone, PDA, or similar electronic device capable of some form of data connectivity) and network **105**. The network-based publication system **120** will receive and process a query from the user's client computing device **115**, and return search results in a search results page or similar UI, typically with the most relevant results listed first (or, at the top).

In an example, the merchant **130** can operate computer systems, such as an inventory system **132** or a POS system **134**. The network-based publication system **120** can interact with any of the systems used by merchant **130** for operation of the merchant's retail or service business. In an example, the network-based publication system **120** can work with both POS system **134** and inventory system **132** to obtain access to inventory available at individual retail locations run by the merchant. This inventory information can be used in both generating product or service listings, and selecting and ordering search results served by the network-based publication system **120**.

EXAMPLE MOBILE DEVICE

FIG. **2** is a block diagram illustrating the client computing device **115**, according to an example embodiment. The client computing device **115** may include a processor **210**. The processor **210** may be any of a variety of different types of commercially available processors suitable for mobile devices (for example, an XScale architecture microprocessor, a Microprocessor without Interlocked Pipeline Stages (MIPS) architecture processor, or another type of processor). A memory **220**, such as a Random Access Memory (RAM), a Flash memory, or other type of memory, is typically accessible to the processor **210**. The memory **220** may be adapted to store an operating system (OS) **230**, as well as application programs **240**, such as a mobile location enabled application that may provide LBSs to a user. The processor **210** may be coupled, either directly or via appropriate intermediary hardware, to a display **250** and to one or more input/output (I/O) devices **260**, such as a keypad, a touch panel sensor, a microphone, and the like. Similarly, in some embodiments, the processor **210** may be coupled to a transceiver **270** that interfaces with an antenna **290**. The transceiver **270** may be configured to both transmit and receive cellular network signals, wireless data signals, or other types of signals via the antenna **290**, depending on the nature of the client computing device **115**. In this manner, the connection with the communication network **105** may be established. Further, in some configurations, a GPS receiver **280** may also make use of the antenna **290** to receive GPS signals.

EXAMPLE PLATFORM ARCHITECTURE

FIG. **3** is a block diagram illustrating a network-based system **300** for processing a search query, and presenting search results (e.g., marketplace listings), as described more fully herein. The block diagram depicts a network-based system **300** (in the exemplary form of a client-server system), within which an example embodiment can be deployed. A networked system **302** is shown, in the example form of a network-based location-aware publication, advertisement, or marketplace system, that provides server-side functionality, via a network **304** (e.g., the Internet or WAN) to one or more client machines **310**, **312**. FIG. **3** illustrates, for example, a web client **306** (e.g., a browser, such as the Internet Explorer browser developed by Microsoft Corporation of Redmond, Washington State) and a programmatic client **308** executing on respective client machines **310** and **312**. In an example, the client machines **310** and **312** can be in the form of a mobile device, such as client computing device **115**.

An Application Programming Interface (API) server **314** and a web server **316** are coupled to, and provide programmatic and web interfaces respectively to, one or more application servers **318**. The application servers **318** host one or more publication modules **320** (in certain examples, these can also include search engine modules, commerce modules, advertising modules, and marketplace modules, to name a few), payment modules **322**, and dynamic offer modules **332**. The application servers **318** are, in turn, shown to be coupled to one or more database servers **324** that facilitate access to one or more databases **326**. In some examples, the application server **318** can access the databases **326** directly without the need for a database server **324**.

The publication modules **320** may provide a number of publication and search functions and services to users that access the networked system **302**. The payment modules **322** may likewise provide a number of payment services and functions to users. The payment modules **322** may allow users to accumulate value (e.g., in a commercial currency, such as the U.S. dollar, or a proprietary currency, such as "points") in accounts, and then later to redeem the accumulated value for products (e.g., goods or services) that are advertised or made available via the various publication modules **320**, within retail locations, or within external online retail venues. The payment modules **322** may also be configured to present or facilitate a redemption of offers, generated by the dynamic offer modules **332**, to a user during checkout (or prior to checkout, while the user is still actively shopping). The offer modules **332** may provide dynamic context sensitive offers (e.g., coupons or immediate discount deals on targeted products or services) to users of the networked system **302**. The offer modules **332** can be configured to use all of the various communication mechanisms provided by the networked system **302** to present offer options to users. The offer options can be personalized based on current location, time of day, user profile data, past purchase history, or recent physical or online behaviors recorded by the network-based system **300**, among other things (e.g., context information). While the publication modules **320**, payment modules **322**, and offer modules **332** are shown in FIG. **3** to all form part of the networked system **302**, it will be appreciated that, in alternative embodiments, the payment modules **322** may form part of a payment service that is separate and distinct from the networked system **302**. Additionally, in some examples, the offer modules **332** may be part of the payment service or may form an offer generation service separate and distinct from the networked system **302**.

Further, while the system **300** shown in FIG. **3** employs a client-server architecture, the embodiments of the present invention are of course not limited to such an architecture, and could equally well find application in a distributed, or peer-to-peer, architecture system, for example. The various publication modules **320**, payment modules **322**, and offer modules **332** could also be implemented as standalone systems or software programs, which do not necessarily have networking capabilities.

The web client **306** accesses the various publication modules **320**, payment modules **322**, and offer modules **332** via the web interface supported by the web server **316**. Similarly, the programmatic client **308** accesses the various services and functions provided by the publication modules **320**, payment modules **322**, and offer modules **332** via the programmatic interface provided by the API server **314**. The programmatic client **308** may, for example, be a smartphone application that enables users to communicate search queries to the system **300** while leveraging user profile data and current location information provided by the smartphone or accessed over the network **304**.

FIG. **3** also illustrates a third-party application **328**, executing on a third-party server machine **340**, as having programmatic access to the networked system **302** via the programmatic interface provided by the API server **314**. For example, the third-party application **328** may, utilizing information retrieved from the networked system **302**, support one or more features or functions on a website hosted by the third party. The third-party website may, for example, provide one or more promotional, marketplace or payment functions that are supported by the relevant applications of the networked system **302**. Additionally, the third-party website may provide merchants with access to the offer modules **332** for configuration purposes. In certain examples, merchants can use programmatic interfaces provided by the API server **314** to develop and implement rules-based pricing schemes that can be implemented via the publication modules **320**, payment modules **322**, and offer modules **332**.

EXAMPLE USER INTERFACES

Various example user interfaces will now be described illustrating various example embodiments. Some of these example embodiments are depicted as user interfaces running on a desktop or laptop computing device, such as a desktop or laptop computer. Other example embodiments are depicted as user interfaces running on mobile devices, such as smartphones or tablet computers. The various features depicted, however, can be utilized on any type of computing device and the presence of a feature in a mobile device embodiment, for example, will not limit that feature to only being used on mobile devices. The features can, in fact, be mixed and matched on any device.

FIG. **4** illustrates an example user interface showing a product description page, consistent with some embodiments of the invention. In the example of FIG. **4**, the page **400** describes a particular product, here with a product title **402**. The description may include an overview tab **404**, which describes a summary of the information in the other tabs, namely user reviews **406**, a text description **408**, and specifications **410**. Also depicted on this page are marketplace results **412**. The marketplace results **412** are listings of merchant pages from merchants who sell the product. Location information on the user may be used in displaying the marketplace results **412**. Here, the marketplace results **412** are divided into local listings **414** and online results **416**.

A slider **418** may be provided that allows the user to configure the radius which is defined as "local." Notably, this slider **418** is presented in terms of time, rather than distance. While users are typically presented information on the distance of items to their location, many users will be interested in more specific factors that are influenced by distance, but not necessarily by distance itself. For example, a user may not care that an item is 60 miles away, but rather may be more interested in how long it will take to drive (or walk, or take public transit) to travel to purchase the item. This is because many users are concerned with the amount of time it takes to purchase items locally versus online. Alternatively, a user who has plenty of time may not care as much about time or distance as such, but may be more interested in the fuel cost of traveling to purchase the item. As such, the slider **418** may present results that fall within the scope of a factor other than distance, but that distance affects, such as travel time or fuel costs. Here, time is

depicted. If the user slides the slider **418** to the right, the number of minutes will increase, and potentially more marketplace results **412** will be displayed for local listings **414**. Alternatively, if the user slides the slider **418** to the left, the number of minutes will decrease, and potentially fewer marketplace results **412** will be displayed for the local listings **414**.

FIG. **5** illustrates an example user interface showing a product description page, consistent with some embodiments of the invention. In the example of FIG. **5**, the page **500** depicts local marketplace results using a map view **502**. Here, slider **504** can be used to alter the radius **506** of an area displayed on the map. It should be noted that in map view **502** it still may be beneficial to display local marketplace results that are outside of the radius **506**, as long as the radius **506** is well visible. Alternatively, the system could filter the marketplace results so that only the results within the radius **506** are depicted. It should also be noted that while in this example the radius **506** is depicted as a true circle, given the fact that the slider **504** is used to alter results based on time (or alternatively on cost of travel), in reality the radius **506** may not be a circle but may be more erratic, due to the variances in travel time and cost due to road locations, road conditions, traffic, etc.

FIG. **6** illustrates an example user interface showing a product description page, consistent with some embodiments of the invention. This figure depicts a first stage in pinning marketplace results. In the example of FIG. **6**, the user has selected one of the marketplace results on the page **600** by selecting on the result, which causes the result **602** to be placed at the top of the listings.

FIG. **7** illustrates an example user interface showing a product description page, consistent with some embodiments of the invention. This figure depicts a second stage in pinning marketplace results. In the example of FIG. **7**, the user has selected another one of the marketplace results on the page **600** by selecting on the result, which causes the result **702** to be placed at the top of the listings with result **602**.

Pinning two or more results allows for a comparison view to provide a better understanding of true pricing and tradeoffs. The user, having pinned two or more such results, can hit a "compare" button to bring up a purchase comparison. FIG. **8** illustrates an example user interface showing a purchase comparison window, consistent with some embodiments of the invention. In the example of FIG. **8**, the purchase comparison window **800** depicts a side-by-side comparison of purchase features of the product from the multiple result listings. Here, in addition to the underlying costs **802** of the item, the sales tax **804** (which can differ greatly between listings, especially when some retailers are located out of state), the cost of gas **806** (for a local merchant) versus the cost of shipping **808** for an online retailer, the return policies **810**, and the cost of return transportation **812** or shipping **814**. Some of these are features that may be important to a user, but are not currently displayed in prior art shopping interfaces.

Selecting one of the results may cause a product card to be displayed. FIG. **9** illustrates an example user interface showing a product description page, consistent with some embodiments of the invention. This figure depicts a product description page **900** where a user has selected **902** one of the marketplace results **904**.

FIG. **10** illustrates an example user interface showing a product card, consistent with some embodiments of the invention. As a result of a user selecting one of the marketplace results, a product card **1000** begins to slide into view.

FIG. **11** illustrates an example user interface showing a product card, consistent with some embodiments of the invention. Here, the product card **1000** has completely slid into view. The product card **1000** may contain several buttons that allow the user to make a final determination of whether to purchase the item from the retailer associated with this marketplace result. A retailer rating **1102** may provide feedback as to previous users' experiences with the retailer. A time listing **1104** may detail exactly how long it will take for the user to travel to the retailer. This time listing **1104** may be based on travel by various modes of transportation (e.g., car, public transportation, walking, or bicycle) selectable by the buttons **1106**. Additionally, an inventory quantity **1108** listing may specify how many of the item the retailer has in stock. A confirm inventory button **1110** may be used to contact the retailer to confirm that the inventory is correct (reducing the chances that the user may travel to the retailer only to find out that the item is sold out) A returns and refunds button **1112** may be used to determine information about the return policy of the merchant. A purchase and pick up button **1114** may alert the retailer that the user has purchased the item and to have it available for pickup. Alternatively, the user may put the item on hold using a put item on hold button **1116**, or simply add the item to a wish list using an add to list button **1118**.

FIG. **12** illustrates an example user interface showing a product card, consistent with some embodiments of the invention. Here the user has selected the confirm inventory button **1110**.

FIG. **13** illustrates an example user interface showing a product card, consistent with some embodiments of the invention. Here, once the user has selected the confirm inventory button **1110**, a confirm inventory window **1300** appears with a location **1302** where the user can enter a phone number and another location **1304** where the user can select when he or she wishes to receive a phone call to confirm the inventory from the retailer.

FIG. **14** illustrates an example user interface showing a product card, consistent with some embodiments of the invention. Here, the user has selected a returns and refunds button, and is presented with a returns and refunds window **1400** with links to various return and refund policies of the retailer.

FIG. **15** illustrates an example user interface showing a product card, consistent with some embodiments of the invention. Here, the user has selected the add to list button **1118**, and is presented with a drop-down menu **1500** with selections of a list to which to add the item.

FIG. **16** illustrates another user interface showing a product search page, consistent with some embodiments of the invention. Here, the user has previously performed a series of searches. These searches may have been performed on this device or on another device. The previous experiences may be extended by persisting the recent product searches, allowing the user to easily pick up where he or she left off, no matter which device he or she is using at the moment. Pictured here is a mobile device **1600**, one which product search results **1602***a*-**1602***h* can be displayed, in various categories **1604***a*-**1604***d*.

FIG. **17** illustrates a user interface showing a product search page, consistent with some embodiments of the invention. Here, the user has made a selection **1700** of one of the product search results.

FIG. **18** illustrates another user interface showing a product description page, consistent with some embodiments of the invention. This figure depicts the page that is caused to be displayed by the user selecting one of the product search

results. Displayed here are marketplace results for the selected product. In other words, these show various retailers who sell the selected product. The page **1800** is made up of a series of marketplace results **1802**. Each marketplace result **1802** contains various information, such as price **1804**, retailer identification **1806**, and travel time **1808** (in the case of a local merchant). The page **1800** also allows the user to narrow the results **1802** based on travel time to the merchant, using the slider **1810**. The page **1800** also allows the user to select between local results **1812**, online results **1814**, and classified results **1816** (i.e., listings from private parties. The user can also select between a list view (pictured here) and a map view, using the selector button **1818**.

FIG. **19** illustrates another user interface showing a product description page, consistent with some embodiments of the invention. Here, a map view **1900** is provided. A slider **1902** can be used to alter the radius **1904** of an area displayed on the map. It should be noted that while in this example the radius **1904** is depicted as a true circle, given the fact that the slider **1902** is used to alter results based on time (or alternatively on cost of travel), in reality the radius **1904** may not be a circle but may be more erratic, due to the variances in travel time and cost due to road locations, road conditions, traffic, etc.

FIG. **20** illustrates an example user interface showing a product description page, consistent with some embodiments of the invention. This figure depicts the pinning of marketplace results. In the example of FIG. **20**, the user has pinned two marketplace results **2000***a*, **2000***b* on the page **2002** by selecting on the results, which causes the results **2000***a*, **2000***b* to be placed at the top of the listings. As described earlier, pinning two or more results allows for a comparison view to better understand true pricing and tradeoffs. The user, having pinned two or more such results, can hit a "compare" button **2004** to bring up a purchase comparison. FIG. **21** illustrates an example user interface showing a purchase comparison page, consistent with some embodiments of the invention. In the example of FIG. **21**, the purchase comparison page **2100** depicts one of the pinned products. The user can navigate through pinned products by "swiping" on the touchscreen of the user device (i.e., placing a finger on the touchscreen and moving the finger to the left or right).

FIG. **22** illustrates an example user interface showing a purchase comparison page, consistent with some embodiments of the invention. Here, the user has "swiped" his or her finger to the left, resulting in the user interface **2200** beginning to transition between the first product purchase comparison page **2100** and the second product comparison page **2202**. FIG. **23** illustrates an example user interface showing a purchase comparison page, consistent with some embodiments of the invention. Here, the user interface **2200** has completely transitioned to the second product comparison page **2202**. Notably, when swiping occurs, the same types of information are presented in the same rows. For example, the first row **2302** may depict the product title, the second row **2304** may depict the price, the third row **2306** may depict a rating and release date, the fourth row **2308** may depict an overview, the fifth row **2310** may depict a product type, and so on. This allows the user to easily transition between the product comparison pages and compare the same attribute in each. The user may also "swipe up", resulting in more of the product comparison page **2202** being revealed.

FIG. **24** illustrates an example user interface showing a purchase comparison page, consistent with some embodiments of the invention. Here, the user has "swiped up," revealing more information on product type **2400**, diagonal size **2402**, and 3-D technology **2404**. If the user then swiped right, returning the display to the first product comparison page **2100**, the placement of these attributes of that product comparison page would remain consistent. In other words, if the user swiped right, the user would be able to see the diagonal size of the first product on the same row as the diagonal size **2402** of this product.

Additional gestures can also provide additional information about each product. The attributes of a product can be at least partially represented in a hierarchical fashion, allowing "drill down" and "roll up commands" to see or hide sub-attributes. FIG. **25** illustrates an example user interface showing a purchase comparison page, consistent with some embodiments of the invention. In this figure, a user may select one of the attributes **2500** by selecting it with a finger or fingers, and then pinch-to-zoom by spreading his or her fingers apart to reveal sub-attributes. FIG. **26** illustrates an example user interface showing a purchase comparison page, consistent with some embodiments of the invention. Here, after the user has elected to drill down using the aforementioned pinch to zoom, sub attributes of the attribute **2500** are presented, here being base price **2600**, sales tax **2602**, fuel cost **2604**, return cost **2606**, and return transportation cost **2608**. To return to hiding these sub-attributes, the user may "roll up" by performing the reverse gesture (bringing fingers closer together).

Also available to the user are buttons that highlight what is the same and what are different between the product pages. FIG. **27** illustrates an example user interface showing a product comparison page, consistent with some example embodiments. Here, the user has selected the "What's the Same" button **2700**, which causes the attributes on the page that are in common across all the pinned product comparison pages to be highlighted. Here, the product title **2702** is highlighted, as are the rating and release date **2704**, and overview **2706**. The price **2708**, however, being different between the pinned product comparison pages, is not highlighted.

FIG. **28** illustrates an example user interface showing a product comparison page, consistent with some example embodiments. Here, the user has selected the "What's different" button **2800**, which causes the attributes on the page that are different across the pinned product comparison pages to be highlighted. Here, the price **2802** is highlighted.

FIG. **29** is an interaction diagram showing a method, in accordance with an example embodiment, of presenting marketplace results. The method **2900** involves five components: a web browser **2902**, a server **2904**, a marketplace database **2906**, a map database **2908**, and a traffic/road condition database **2910**, although as will be seen the method **2900** could be performed with more or fewer components. The web browser **2902** may operate on an electronic device such as a laptop or desktop computer. It should be noted that a software application, such as an app running on a mobile device, could be substituted for the web browser **2902**. The term "web browser" should be interpreted broadly to cover any application that is capable of displaying web pages, which may include many apps running on mobile devices.

At operation **2912**, the web browser **2902** may send a query for a product to the server **2904**. This query may include search parameters. Either separately or along with this query, the location of the electronic device on which the web browser **2902** is running may be transmitted to the server **2904**. This location may be obtained, for example, from a global positioning system (GPS) module in the

electronic device (as is common for mobile devices), or may simply be a location identified by a user profile or IP address lookup (as is common for non-mobile devices).

At operation **2914**, the server **2904** uses the query to find marketplace results by accessing the marketplace database **2906**. At operation **2916**, the marketplace database **2906** sends marketplace results to the server **2904**. At operation **2918**, the server **2904** sorts the marketplace results and forms a product description page. At operation **2920** the server **2904** returns the product description page to the web browser **2902**.

At some point later, at operation **2922**, the web browser **2902** may request a map view. At operation **2924**, the server **2904** may query a map database **2908** for a local map near the location of the web browser **2902**. At operation **2926**, the map database **2908** may return the local map to the server **2904**. At operation **2928**, the server **2904** may query a traffic/road condition database **2910** for traffic and road conditions. The traffic and road conditions may be returned at operation **2930**. It should be noted that while the traffic and road conditions are depicted as being stored in a single traffic/road condition database **2910**, these items may actually be split into different databases. Additionally, other databases (such as weather databases) may also be queried for factors that may impact the travel time calculation.

At operation **2932**, travel times to marketplace results may be calculated. This calculation may be based on route distances calculated from the local map (e.g., finding the shortest route through streets and highways) and based on the traffic and road conditions. In some example embodiments, additional information may be used to determine the travel time. For example, if the user does not own a vehicle, the travel time using public transportation (including time taken to wait for busses, trains, etc.) may be included.

At operation **2934**, the marketplace results may be placed on a map view of a product description page, filtered by travel time. The user may filter out certain of the results via, for example, a slider that limits the display to only results within a selected travel time.

At operation **2936**, the product description page with map view is returned to the web browser **2902** for display.

FIG. **30** is an interaction diagram showing a method, in accordance with an example embodiment, of presenting marketplace results. The method **3000** involves five components: a web browser **3002**, a server **3004**, a marketplace database **3006**, a map database **3008**, and a traffic/road condition database **3010**, although as will be seen the method **3000** could be performed with more or fewer components.

At operation **3012**, the web browser **3002** may send a query for a product to the server **3004**. This query may include search parameters. Either separately or along with this query, the location of the electronic device on which the web browser **3002** is running may be transmitted to the server **3004**. This location may be obtained, for example, from a global positioning system (GPS) module in the electronic device (as is common for mobile devices), or may simply be a location identified by a user profile or IP address lookup (as is common for non-mobile devices).

At operation **3014**, the server **3004** uses the query to find marketplace results by accessing the marketplace database **3006**. At operation **3016**, the marketplace database **3006** sends marketplace results to the server **3004**. At operation **3018**, the server **3004** sorts the marketplace results and forms a product description page. At operation **3020** the server **3004** returns the product description page to the web browser **3002**.

At some point later, at operation **3022**, the web browser **3002** may pin a first marketplace result. At operation **3024**, the web browser **3002** may pin a second marketplace result. While only two pinned marketplace results are depicted, it should be noted that any number of marketplace results can be pinned. At operation **3026**, the web browser **3002** may request a comparison of pinned marketplace results. This may be caused by, for example, a user selecting a "compare" button.

At operation **3028**, the server **3004** may request matching attribute information on the pinned marketplace results. By matching attribute information, what is meant is that the same type of information is sought for each of the pinned marketplace results. For example, price, size, sales tax, return policy, etc. may all be requested for each of the pinned marketplace results. At operation **3030**, the matching attribute information is returned to the server **3004**. In some embodiments, this information is already available from the original marketplace results presented to the server **3004**, and thus this step may not be needed if all the information is already known to the server **3004**.

At operation **3032**, the server **3004** may query a map database **3008** for a local map near the location of the web browser **3002**. At operation **3034**, the map database **3008** may return the local map to the server **3004**. At operation **3036**, the server **3004** may query a traffic/road condition database **3010** for traffic and road conditions. The traffic and road conditions may be returned at operation **3038**. It should be noted that while the traffic and road conditions are depicted as being stored in a single traffic/road condition database **3010**, these items may actually be split into different databases. Additionally, other databases (such as weather databases) may also be queried for factors that may impact the travel time calculation.

At operation **3040**, travel times to marketplace results may be calculated. This calculation may be based on route distances calculated from the local map (e.g., finding the shortest route through streets and highways) and based on the traffic and road conditions. In some example embodiments, additional information may be used to determine the travel time. For example, if the user does not own a vehicle, the travel time using public transportation (including time taken to wait for busses, trains, etc.) may be included.

At operation **3042**, a true purchase cost for each of the pinned marketplace results to be compared may be calculated. This may be calculated using any of the available attributes for the pinned marketplace results. As an example, the price of a product, sales tax, and any travel cost or shipping cost may be added. In some instances, the cost of return (e.g., restocking fees and return travel cost or shipping cost) may be added as well. The travel cost may be estimated using the calculated travel times. Current fuel costs may be obtained and used to aid in providing this estimate. In addition, personal information about the user, such as vehicle information, can be used a well. A user driving a high miles-per-gallon (MPG) vehicle, for example, will have a lower travel cost to a destination than the same driving having a low MPG vehicle.

At operation **3044**, the marketplace results may be organized side-by-side on a single web page, with the same attributes on each row. At operation **3046**, the side-by-side comparison page may be returned to the web browser **3002**.

FIG. **31** is an interaction diagram showing a method, in accordance with an example embodiment, of presenting marketplace results. The method **3100** involves six components: a user interface **3102**, a mobile app **3104**, a server **3106**, a marketplace database **3108**, a map database **3110**,

and a traffic/road condition database **3112**, although as will be seen the method **3100** could be performed with more or fewer components. The user interface **3102** and mobile app **3104** may be located on the same electronic device. In one example embodiment, this electronic device is a mobile device.

At operation **3114**, a user may enter search information into a user interface **3102**, which may pass this search information to the mobile app **3104**. At operation **3116**, the mobile app **3104** may send a query for a product to the server **3106**. This query may include search parameters. Either separately or along with this query, the location of the electronic device on which the mobile app **3104** is running may be transmitted to the server **3106**. This location may be obtained, for example, from a global positioning system (GPS) module in the electronic device (as is common for mobile devices), or may simply be a location identified by a user profile or IP address lookup (as is common for non-mobile devices).

At operation **3118**, the server **3106** uses the query to find marketplace results by accessing the marketplace database **3108**. At operation **3120**, the marketplace database **3108** sends marketplace results to the server **3106**. At operation **3122**, the server **3106** sorts the marketplace results and forms a product description page. At operation **3124** the server **3106** returns the product description page to the mobile app **3104**, which then causes the display of the product description page on the user interface **3102** at operation **3126**.

At some point later, at operation **3128**, the user may pin a first marketplace result. This causes the mobile app **3104** to indicate the pinned result to the server **3106** at operation **3130**. At operation **3132**, the user may pin a second marketplace result. This causes the mobile app **3104** to indicate the pinned result to the server **3106** at operation **3134**. While only two pinned marketplace results are depicted, it should be noted that any number of marketplace results can be pinned. It should also be noted that the pinned results could alternatively be transmitted to server **3106** all at once as opposed to one at a time as the user pins them, although sending them one at a time allows for easier recovery should the electronic device suffer a crash or other power outage that causes the information about pinned items to be lost.

At operation **3136**, the user may request a comparison of pinned marketplace results. This may be caused by, for example, a user selecting a "compare" button. At operation **3138**, this information may be passed to the server **3106**.

At operation **3140**, the server **3106** may request matching attribute information on the pinned marketplace results. By matching attribute information, what is meant is that the same type of information is sought for each of the pinned marketplace results. For example, price, size, sales tax, return policy, etc. may all be requested for each of the pinned marketplace results. At operation **3142**, the matching attribute information is returned to server **3106**. In some embodiments, this information is already available from the original marketplace results presented to the server **3106**, and thus this step may not be needed if all the information is already known to the server **3106**.

At operation **3144**, the server **3106** may query a map database **3110** for a local map near the location of the electronic device. At operation **3146**, the map database **3110** may return the local map to the server **3106**. At operation **3148**, the server **3106** may query a traffic/road condition database **3112** for traffic and road conditions. The traffic and road conditions may be returned to the server **3106** at operation **3150**. It should be noted that while the traffic and road conditions are depicted as being stored in a single traffic/road condition database **3112**, these items may actually be split into different databases. Additionally, other databases (such as weather databases) may also be queried for factors that may impact the travel time calculation.

At operation **3152**, travel times to marketplace results may be calculated. This calculation may be based on route distances calculated from the local map (e.g., finding the shortest route through streets and highways) and based on the traffic and road conditions. In some example embodiments, additional information may be used to determine the travel time. For example, if the user does not own a vehicle, the travel time using public transportation (including time taken to wait for busses, trains, etc.) may be included.

At operation **3154**, a true purchase cost for each of the pinned marketplace results to be compared may be calculated. This may be calculated using any of the available attributes for the pinned marketplace results. As an example, the price of a product, sales tax, and any travel cost or shipping cost may be added. In some instances, the cost of return (e.g., restocking fees and return travel cost or shipping cost) may be added as well. The travel cost may be estimated using the calculated travel times. Current fuel costs may be obtained and used to aid in providing this estimate. In addition, personal information about the user, such as vehicle information, can be used a well. A user driving a high miles-per-gallon (MPG) vehicle, for example, will have a lower travel cost to a destination than the same driving having a low MPG vehicle.

At operation **3156**, the marketplace results may be organized side-by-side on a plurality of product comparison pages, with the same attributes on each row. At operation **3158**, the plurality of product comparison pages can be returned to the mobile app **3104**. At operation **3160**, one of the product comparison pages can be displayed on the user interface **3102**. At operation **3162** the user may swipe left or right. At operation **3164**, the mobile app **3104** may return the next or previous product comparison page based upon whether the user swipes left or right, respectively.

FIG. **32** is a flow diagram illustrating a method **3200**, in accordance with an example embodiment, of presenting marketplace listings. At operation **3202**, search parameters are received from a user interface on an electronic device. At operation **3204**, a search is performed on a plurality of marketplace listings using the search parameters, returning marketplace results. At operation **3206**, an indication is received from the user interface of two or more of the marketplace results to pin and compare. At operation **3208**, a travel cost for any pinned local marketplace result to compare is calculated by determining a travel distance between the electronic device and the location in the pinned local marketplace result to compare, and estimating a cost associated with traveling the travel distance. This travel cost may be based on various factors, such as, for example, a travel distance, fuel cost, vehicle type, public transportation cost, toll cost, etc. At operation **3210**, sales tax, if any, is calculated for each pinned marketplace results to compare. At operation **3212**, a true purchase price for each pinned local marketplace result may be calculated by adding the price for the product, the sales tax, and the travel cost. At operation **3214**, a true purchase price for each pinned online marketplace result to compare is calculated by adding the price for the product, the sales tax, and the shipping cost. At operation **3216**, the true purchase price for each of the pinned marketplace results is presented to compare by displaying the true purchase price for each of the pinned marketplace results to compare side-by-side in the user

interface. It should be noted that the presenting shall be interpreted broadly to include the act of passing one or more web pages from a server to an electronic device to be displayed—there is no necessity that the device performing the steps of the method **3200** actually have a display itself.

FIG. **33** is a flow diagram illustrating a method **3300**, in accordance with another example embodiment, of presenting marketplace listings. At operation **3302**, search parameters are received from a user interface on an electronic device. At operation **3304**, a search is performed on a plurality of marketplace listings using the search parameters, returning marketplace results. The marketplace results may each include a plurality of product attributes. At operation **3306**, the marketplace results are organized into a plurality of web pages, with each web page organized so that a row on any one of the web pages corresponds to the same type of product attribute as that row on any of the other of the plurality of web pages. At operation **3308**, one of the plurality of web pages is displayed on the electronic device. At operation **3310**, a first user input corresponding to a swipe left or a swipe right gesture is received. At operation **3312**, the display of another of the plurality of web pages on the electronic device is caused in response to the first user input.

The various operations of example methods described herein may be performed, at least partially, by one or more processors that are temporarily configured (e.g., by software) or permanently configured to perform the relevant operations. Whether temporarily or permanently configured, such processors may constitute processor-implemented modules or objects that operate to perform one or more operations or functions. The modules and objects referred to herein may, in some example embodiments, comprise processor-implemented modules and/or objects.

Similarly, the methods described herein may be at least partially processor-implemented. For example, at least some of the operations of a method may be performed by one or more processors or processor-implemented modules. The performance of certain operations may be distributed among the one or more processors, not only residing within a single machine or computer, but deployed across a number of machines or computers. In some example embodiments, the processor or processors may be located in a single location (e.g., within a home environment, an office environment or at a server farm), while in other embodiments the processors may be distributed across a number of locations.

The one or more processors may also operate to support performance of the relevant operations in a "cloud computing" environment or within the context of "software as a service" (SaaS). For example, at least some of the operations may be performed by a group of computers (as examples of machines including processors), these operations being accessible via a network (e.g., the Internet) and via one or more appropriate interfaces (e.g., Application Program Interfaces (APIs)).

FIG. **34** is a block diagram of a machine in the form of a computer system within which a set of instructions for causing the machine to perform any one or more of the methodologies discussed herein may be executed. In alternative embodiments, the machine operates as a standalone device or may be connected (e.g., networked) to other machines. In a networked deployment, the machine may operate in the capacity of a server or a client machine in a client-server network environment, or as a peer machine in peer-to-peer (or distributed) network environment. In one embodiment, the machine will be a server computer; however, in alternative embodiments, the machine may be a personal computer (PC), a tablet PC, a set-top box (STB), a Personal Digital Assistant (PDA), a mobile telephone, a web appliance, a network router, switch or bridge, or any machine capable of executing instructions (sequential or otherwise) that specify actions to be taken by that machine. Further, while only a single machine is illustrated, the term "machine" shall also be taken to include any collection of machines that individually or jointly execute a set (or multiple sets) of instructions to perform any one or more of the methodologies discussed herein.

The example computer system **3400** includes a processor **3402** (e.g., a central processing unit (CPU), a graphics processing unit (GPU) or both), a main memory **3404** and a static memory **3406**, which communicate with each other via a bus **3408**. The computer system **3400** may further include a display unit **3410**, an alphanumeric input device **3412** (e.g., a keyboard), and a user interface (UI) navigation (cursor control) device **3414** (e.g., a mouse). In one embodiment, the display **3410**, input device **3412** and cursor control device **3414** are a touch screen display. The computer system **3400** may additionally include a drive unit **3416** (e.g., drive unit), a signal generation device **3418** (e.g., a speaker), a network interface device **3420**, and one or more sensors (not pictured), such as a global positioning system sensor, compass, accelerometer, or other sensor.

The drive unit **3416** includes a machine-readable medium **3422** on which is stored one or more sets of data structures and instructions **3424** (e.g., software) embodying or utilized by any one or more of the methodologies or functions described herein. The instructions **3424** may also reside, completely or at least partially, within the main memory **3404** and/or within the processor **3402** during execution thereof by the computer system **3400**, the main memory **3404** and the processor **3402** also constituting machine-readable media.

While the machine-readable medium **3422** is illustrated in an example embodiment to be a single medium, the term "machine-readable medium" may include a single medium or multiple media (e.g., a centralized or distributed database, and/or associated caches and servers) that store the one or more instructions **3424**. The term "machine-readable medium" shall also be taken to include any tangible medium that is capable of storing, encoding or carrying instructions for execution by the machine and that cause the machine to perform any one or more of the methodologies of the present embodiments, or that is capable of storing, encoding or carrying data structures utilized by or associated with such instructions. The term "machine-readable medium" shall accordingly be taken to include, but not be limited to, solid-state memories, and optical and magnetic media. Specific examples of machine-readable media include non-volatile memory, including by way of example semiconductor memory devices, e.g., EPROM, EEPROM, and flash memory devices; magnetic disks such as internal hard disks and removable disks; magneto-optical disks; and CD-ROM and DVD-ROM disks.

The instructions **3424** may further be transmitted or received over a communications network **3426** using a transmission medium via the network interface device **3420** utilizing any one of a number of well-known transfer protocols (e.g., HTTP). Examples of communication networks include a local area network ("LAN"), a wide area network ("WAN"), the Internet, mobile telephone networks, Plain Old Telephone (POTS) networks, and wireless data networks (e.g., Wi-Fi® and WiMax® networks). The term "transmission medium" shall be taken to include any intangible medium that is capable of storing, encoding or carrying

instructions for execution by the machine, and includes digital or analog communications signals or other intangible medium to facilitate communication of such software.

Although the inventive subject matter has been described with reference to specific example embodiments, it will be evident that various modifications and changes may be made to these embodiments without departing from the broader spirit and scope of the embodiments of the invention. Accordingly, the specification and drawings are to be regarded in an illustrative rather than a restrictive sense. The accompanying drawings that form a part hereof, show by way of illustration, and not of limitation, specific embodiments in which the subject matter may be practiced. The embodiments illustrated are described in sufficient detail to enable those skilled in the art to practice the teachings disclosed herein. Other embodiments may be utilized and derived therefrom, such that structural and logical substitutions and changes may be made without departing from the scope of this disclosure. This Detailed Description, therefore, is not to be taken in a limiting sense, and the scope of various embodiments is defined only by the appended claims, along with the full range of equivalents to which such claims are entitled.

The invention claimed is:

1. A method of providing a user interface, the method comprising:

receiving search parameters from the touchscreen user interface on a mobile electronic device;

performing a search on a plurality of marketplace listings using the search parameters and returning local marketplace results, the local marketplace results each including a retailer identification, location, and a price for a product;

creating a first page containing the local marketplace results and for display in the touchscreen user interface, the first page including an interactive button next to each local marketplace result;

receiving an indication, via a plurality of the interactive buttons, from the touchscreen user interface of two or more of the local marketplace results to pin and compare, the indication including a selection of the two or more of the local marketplace results to pin and compare from the local marketplace results, the pinning including marking the two or more of the local marketplace results for future comparison with one another;

calculating a travel cost for any pinned local marketplace result to compare by determining a travel distance between the mobile electronic device and the location in the pinned local marketplace result to compare and estimating a cost associated with traveling the travel distance;

determining sales tax for each pinned local marketplace result to compare;

calculating a true purchase price for each pinned local marketplace result to compare by adding the price for the product, the sales tax, and the travel cost;

determining, for each attribute of a plurality of attributes for the pinned local marketplace results, whether a value for an attribute for a first of the pinned local marketplace results differs from a value for the same type of attribute for a second of the pinned local marketplace results, the plurality of attributes including the true purchase price and at least one other category of specifications about the pinned local marketplace results;

creating a second page depicting attributes, including true purchase price, of the first of the pinned local marketplace results, the second page containing a visual indication that the value of an attribute of the first of the pinned local marketplace results differs from a value for the same type of attribute of the second of the pinned local marketplace results;

creating a third page depicting attributes, including true purchase price, of the second of the pinned local marketplace results, the third page containing a visual indication that the value of an attribute of the second of the pinned local marketplace results differs from a value for the same type of attribute of the first of the pinned local marketplace results;

the creating of the second and third pages performed such that every attribute of a pinned local marketplace result displayed on the second and third pages is displayed on a row in the second page that is the same as a row on the third page, so that each attribute on the second page lines up horizontally with the same type of attribute on the third page;

causing the second page to be displayed in the touchscreen user interface; and

in response to a swipe-left gesture detected by the touchscreen user interface, causing the second page to be scrolled out of the touchscreen user interface by gradually moving the second page to the left and removing any portion of the second page that falls outside the boundaries of the touchscreen user interface due to the moving while simultaneously causing the third page to be scrolled into the touchscreen user interface by gradually moving the third page leftwards into the touchscreen user interface until it is completely displayed in the touchscreen user interface.

2. The method of claim **1**, wherein the cost associated with traveling the travel distance includes fuel cost.

3. The method of claim **2**, wherein the fuel cost takes into account a type of vehicle operated by a user of the mobile electronic device.

4. The method of claim **1**, wherein the cost associated with traveling the travel distance includes toll fees.

5. The method of claim **1**, wherein the cost associated with traveling the travel distance includes public transportation costs.

6. The method of claim **1**, wherein the performing the search includes passing the search parameters to a server which conducts a query on a marketplace database using the search parameters.

7. The method of claim **1**, further comprising;

calculating a total cost to return for each of the pinned marketplace results to compare; and

adding the total cost to return to each of the true purchase prices for the pinned marketplace results to compare.

8. The method of claim **7**, wherein the calculating the total cost to return includes, for at least one of the pinned local marketplace results to compare, adding any restocking fee to the travel cost.

9. The method of claim **7**, wherein the calculating the total cost to return includes, for at least one of the pinned local marketplace results to compare, adding any restocking fee to a cost to ship a return parcel.

10. The method of claim **1**, further comprising:

upon receiving a pinch to zoom command from the touchscreen user interface, breaking down the true purchase price into individual constituent costs and

displaying the individual constituent costs for each of the pinned marketplace results to compare horizontally side-by-side.

11. A system comprising:

a marketplace database comprising a hardware memory containing a plurality of marketplace listings;

a web server comprising one or more processors and configured to:

receive search parameters from the touchscreen user interface on a mobile electronic device;

perform a search on a plurality of marketplace listings using the search parameters and returning local marketplace results, the local marketplace results each including a retailer identification, location, and a price for a product;

create a first page containing the local marketplace results and for display in the touchscreen user interface, the first page including an interactive button next to each local marketplace result;

receive an indication, via a plurality of the interactive buttons, from the touchscreen user interface of two or more of the local marketplace results to pin and compare, the indication including a selection of the two or more of the local marketplace results to pin and compare from the local marketplace results, the pinning including marking the two or more of the local marketplace results for future comparison with one another;

calculate a travel cost for any pinned local marketplace result to compare by determining a travel distance between the mobile electronic device and the location in the pinned local marketplace result to compare and estimating a cost associated with traveling the travel distance;

determine sales tax for each pinned local marketplace result to compare;

calculate a true purchase price for each pinned local marketplace result to compare by adding the price for the product, the sales tax, and the travel cost;

determine, for each attribute of a plurality of attributes for the pinned local marketplace results, whether a value for an attribute for a first of the pinned local marketplace results differs from a value for the same type of attribute for a second of the pinned local marketplace results, the plurality of attributes including the true purchase price and at least one other category of specifications about the pinned local marketplace results;

create a second page depicting attributes, including true purchase price, of the first of the pinned local marketplace results, the second page containing a visual indication that the value of an attribute of the first of the pinned local marketplace results differs from a value for the same type of attribute of the second of the pinned local marketplace results;

create a third page depicting attributes, including true purchase price, of the second of the pinned local marketplace results, the third page containing a visual indication that the value of an attribute of the second of the pinned local marketplace results differs from a value for the same type of attribute of the first of the pinned local marketplace results;

the creating of the second and third pages performed such that every attribute of a pinned local marketplace result displayed on the second and third pages is displayed on a row in the second page that is the same as a row on the third page, so that each attribute on the second page lines up horizontally with the same type of attribute on the third page;

causing the second page to be displayed in the touchscreen user interface; and

in response to a swipe-left gesture detected by the touchscreen user interface, causing the second page to be scrolled out of the touchscreen user interface by gradually moving the second page to the left and removing any portion of the second page that falls outside the boundaries of the touchscreen user interface due to the moving while simultaneously causing the third page to be scrolled into the touchscreen user interface by gradually moving the third page leftwards into the touchscreen user interface until it is completely displayed in the touchscreen user interface.

12. The system of claim **11**, further comprising a map database and wherein the calculating the travel cost includes accessing the map database to determine a quickest route between the electronic device and the location in the pinned local marketplace result.

13. The system of claim **12**, further comprising a traffic database and wherein the calculating the travel cost includes utilizing the traffic database in estimating the cost associated with traveling the travel distance.

14. A non-transitory computer-readable storage medium comprising instructions that, when executed by at least one processor of a machine, cause the machine to perform operations of presenting marketplace listings, the operations comprising:

receiving search parameters from the touchscreen user interface on a mobile electronic device;

performing a search on a plurality of marketplace listings using the search parameters and returning local marketplace results, the local marketplace results each including a retailer identification, location, and a price for a product;

creating a first page containing the local marketplace results and for display in the touchscreen user interface, the first page including an interactive button next to each local marketplace result;

receiving an indication, via a plurality of the interactive buttons, from the touchscreen user interface of two or more of the local marketplace results to pin and compare, the indication including a selection of the two or more of the local marketplace results to pin and compare from the local marketplace results, the pinning including marking the two or more of the local marketplace results for future comparison with one another;

calculating a travel cost for any pinned local marketplace result to compare by determining a travel distance between the mobile electronic device and the location in the pinned local marketplace result to compare and estimating a cost associated with traveling the travel distance;

determining sales tax for each pinned local marketplace result to compare;

calculating a true purchase price for each pinned local marketplace result to compare by adding the price for the product, the sales tax, and the travel cost;

determining, for each attribute of a plurality of attributes for the pinned local marketplace results, whether a value for an attribute for a first of the pinned local marketplace results differs from a value for the same type of attribute for a second of the pinned local marketplace results, the plurality of attributes including

the true purchase price and at least one other category of specifications about the pinned local marketplace results;

creating a second page depicting attributes, including true purchase price, of the first of the pinned local marketplace results, the second page containing a visual indication that the value of an attribute of the first of the pinned local marketplace results differs from a value for the same type of attribute of the second of the pinned local marketplace results;

creating a third page depicting attributes, including true purchase price, of the second of the pinned local marketplace results, the third page containing a visual indication that the value of an attribute of the second of the pinned local marketplace results differs from a value for the same type of attribute of the first of the pinned local marketplace results;

the creating of the second and third pages performed such that every attribute of a pinned local marketplace result displayed on the second and third pages is displayed on a row in the second page that is the same as a row on the third page, so that each attribute on the second page lines up horizontally with the same type of attribute on the third page;

causing the second page to be displayed in the touchscreen user interface; and

in response to a swipe-left gesture detected by the touchscreen user interface, causing the second page to be scrolled out of the touchscreen user interface by gradually moving the second page to the left and removing any portion of the second page that falls outside the boundaries of the touchscreen user interface due to the moving while simultaneously causing the third page to be scrolled into the touchscreen user interface by gradually moving the third page leftwards into the touchscreen user interface until it is completely displayed in the touchscreen user interface.

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